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THE NEW HORTICULTURE

1911



**GREAT CROPS
of STRAWBERRIES
AND HOW TO GROW THEM**

**R.M. KELLOGG CO.
THREE RIVERS, MICH.**

Our Guarantee

WE GUARANTEE that all plants shipped to our customers are grown upon our own farms and under our methods of selection and restriction; that they are pure-bred and true to name, and that a full count will in all cases be given. That the plants are freshly dug and carefully put up in damp packing material, and securely crated or wrapped. (We never place any plants in cold storage, but they remain in the ground where grown until we dig them to fill our customers' orders.) We also guarantee that every package is examined by a competent inspector, and that both plants and package must be in perfect condition before allowing them to leave our hands.

IN presenting this book we ask your consideration of a strain of strawberry plants grown by a concern whose purpose it is to develop a line of strawberry plants adapted to any soil in any country. We have spent years in exhaustive experiments with many varieties, seeking for a line of the best. We do not offer any untried varieties, but the old and tried ones which we have grown under ideal conditions and which we now have built up into a strain of Thoroughbreds that have won the world's highest fruiting records. All we ask is that you read every word in this book and study our methods of producing these plants. If you do this we are confident you will be convinced that the Kellogg strain of plants is what you need to insure success as a strawberry grower.

Our plants are thoroughly and scientifically sprayed throughout the entire growing season, and we guarantee them to be absolutely free from all diseases and insects. Read the Michigan State Inspector's certificate, issued after a thorough inspection of our fields:

Certificate of Nursery Inspection No. 942

This is to certify that I have examined the nursery stock of R. M. KELLOGG CO., Three Rivers, Mich., and find it apparently free from dangerous insects and dangerously contagious plant diseases.
L. R. TAFT, State Inspector of Nurseries and Orchards.

In short, we guarantee that every detail of the work of producing and shipping plants, so long as they remain under our control and observation, is perfectly carried out. We are exceedingly anxious that every customer shall realize his highest expectations in the direction of success with our plants, and we do everything in our power to assist him to attain this desired result. But we cannot and do not hold ourselves re-

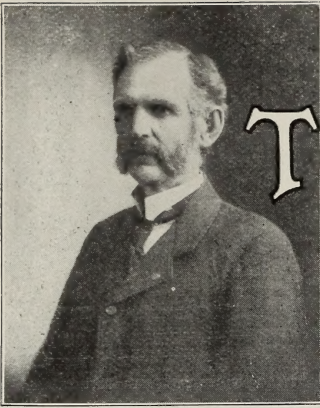
sponsible for plants after our control ceases, and, of course, it is understood that when our plants are turned over to the transportation company we have no further control over them. Should they fail to arrive in good condition it will be due to improper handling or careless treatment while in transit. No complaint will be considered that is not made within five days after receipt of plants. However, we have been growing and shipping strawberry plants for twenty-five years, and in few instances have plants failed to reach the purchaser in ideal condition; and our plants have gone to all parts of the United States, the Dominion of Canada and to many of the countries of Europe.

With our careful methods of labeling plants it would seem quite impossible that a mistake should occur in the matter of varieties, but we guarantee plants to be true to label with the express understanding that, if a mistake occurs, we are to be held responsible for no damages beyond the amount received for plants.

The fact that we receive orders from the same customers year after year is the best evidence of our success in the work of delivering high-grade plants in perfect condition—a fact further emphasized by the increase, year by year, in the acreage devoted to the production of our Thoroughbred Pedigree strawberry plants.

Substitution

THIS year we have a very large stock of plants which reach the high-water mark of Kellogg quality, and we confidently expect to be able to supply the wants of all our customers. However, certain varieties always sell far in excess of other varieties, and this contingency must be reckoned with. When it comes time to ship your order, is it your wish, should we be sold out of any varieties that you have selected, that we substitute some other varieties of equal merit in their place? In making out your order be very explicit on this point. Please note that at the bottom of the order-form page of the order sheet for 1911 is a blank space with dotted lines for your answer to this question. If satisfactory for us to substitute, write "Yes" on the dotted line. If not satisfactory, write "No." In the latter case we shall return your money for any varieties we are unable to supply. In case you write neither "Yes" or "No" on dotted line, we shall understand it is your desire that we shall use our judgment in the matter. Rest assured that we shall substitute only when it is necessary to do so, even though you give us the privilege to substitute. We make this matter so clear as to avoid delays at shipping time and any misunderstandings. If you have second choice as to varieties, please indicate what they are; this will aid us very much and also will give you double assurance of getting desired plants.



RUSSELL M. KELLOGG
Founder

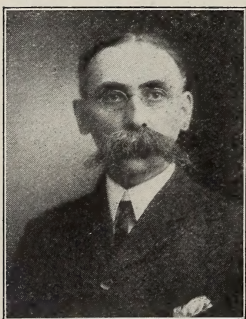
The Golden Opportunity

THIS is the Golden Age of Horticulture. Never before have such intelligent thought and practical effort been expended in directing its development and in encouraging its advance all along the line. Science and Art, Invention and Industry, Commerce and Finance, take the same keen interest in its progress that they do in any other of the great movements that tend to make conditions better, increase the good things of earth, and add to the sum of human happiness. Horticulture is attracting to its profession and practice men and women of learning, culture and skill, and to till the soil once more has become the ideal life, as always it should have been. "Back to the land!" has become the slogan universal, and though the teeming cities still call effectively to the young

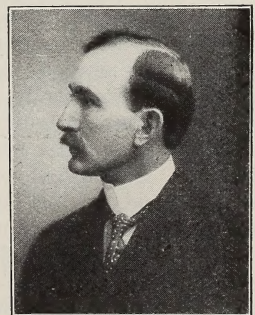
men of the farms who feel the need of a more interesting social environment, there is a distinct change going forward in this regard; and on the other hand the attractiveness of the rural life, with its open sky, pure air and bright sunshine, and its intimate relationship with Nature and her wonderful charms, allures the men and women of the cities with increasing power, and there is a veritable revolution in progress which ultimately shall place horticulture in the front rank of life's occupations. The entire output of gold in the United States in 1908 was \$90,000,000. The fruit crop of a single state of the Union the same year sold for \$101,000,000! Is it not indeed the golden age of horticulture?

There is no other branch of horticulture that holds out to the average man or woman such certain promise of success as does the growing of strawberries. Indeed, those who are engaged in the work and who have observed those methods of production and marketing that the annual editions of "Great Crops of Strawberries and How to Grow Them" have taught, will agree with us that strawberry growing represents in very truth The Golden Opportunity—golden in the rich financial rewards received and golden in the pleasure and health and pure joy found in doing the work itself. Some of the letters from our customers that appear in this book tell the story better than we can do; some of the pictures of fruit and fields that adorn its pages confirm the most glowing reports in a most attractive way. One of our customers reports a yield of 13,000 quarts of strawberries to the acre; another customer advises us that from the first acre of strawberries he ever grew he received in cash more than \$800.00. One Pacific Coast customer sold \$1,500.00 worth of berries from one acre of our

plants; another reported cash receipts of nearly \$2,000.00 from two acres of Thoroughbreds. In the report of the Anderson (Mo.) Strawberry Growers' Association for 1910 we find the following, indicating how great success attends those commercial growers who follow right methods: "From two acres one member (W. E. Roark) received \$611.20; W. H. Caldwell sold \$507.06 worth from seven-eighths of an acre; four acres yielded L. A. Bowman \$1,627.47; G. M. Pogue sold from five acres \$1,836.24 worth of strawberries, and from six acres J. H. George took \$2,255.65 in cash." Compare these figures with the results received



W. H. BURKE
Secretary and Treasurer



FRANK E. BEATTY
President and Manager

from any other crop; consider the short time required to secure results as compared with orcharding, for instance; and what line of endeavor, counting investment of time, money

and land, gives anything like such large returns? And when we add to this the slight risks taken with the hardy and ubiquitous strawberry, the situation is found to be so

greatly in favor of the strawberry as to place it beyond comparison. Surely, the statement is not too strong that strawberry production presents The Golden Opportunity!

Plant Quality Essential to Success

THE first step to success in strawberry growing is the securing of the best plants that can be had—plants that have the strength, vigor and vitality needful to produce big crops of berries and to mature them to perfection; plants that have such power within them as to be capable of responding generously to the most intensive cultural methods. Of what profit is it to give up valuable land, richly laden with plant food, and to expend time and energy in the cultivation of weak and characterless plants, lacking the power and capacity to turn that food and labor into rich yields of delicious fruit? And what can give greater satisfaction to the grower than to know that the plants he has selected are of a strain and type that will answer to every call and fully realize his ideal of fruitfulness and the most epicurean taste as to quality?

The Test of Time

FOR more than a quarter of a century the R. M. Kellogg Company and its management have expended time and thought and energy in the direction of strawberry improvement, and to-day the Kellogg Thoroughbred strawberry plants are the widest and most favorably known plants in the world—a reputation built up on the broad and enduring foundation of excellence as expressed in time-tried results in practically every county in the United States, in every province of Canada, in Mexico, in Cuba and in the countries of Europe. For excellence of flavor, for quantity of yield, for uniformity to type and absolute trueness to name; for all those qualities that are sought after by the progressive horticulturist, the Kellogg plants stand pre-eminent and unequalled, and we can with complete assurance urge the great advantage of their use by all who would win highest success in the production of strawberries.

There is a reason for the excellence of these plants over all others. There is no

mystery about it, no hidden secrets, no magic wand or Alladin's lamp—just plain common sense and the systematic care that should be given to all plant life if the results desired are to be had. First in order is the selection of plants for our propagating bed from mother plants of known fruiting power. These are grown under the most favorable conditions of soil and culture. The soil is thoroughly prepared one year in advance by being filled with plant-food and humus to such a degree that the plants are assured a continuous supply of nourishment and moisture, and thus kept in continuous growth. This

insures high vigor and great productiveness, as indicated by their splendid roots, all of which start from the crown or body of the plants. The crowns are finely developed and are stored with vitality and vigor that sustain life and strength in the plants until they take firm hold upon the soil in which they are to fruit. The cultivation, which is done every week throughout the growing season; the spraying, which is done from six to eight times each year; the mulching, and all of the

other steps taken to produce such plants as those which comprise the Kellogg Thoroughbreds, are suggested in the instructions given to customers in succeeding pages of this book. These methods are popularly spoken of as The Kellogg Way—the way to unquestioned and splendid success.

Still Working to Improve

BUT growth and progress never cease, and the lessons of experience constantly teach new and better ways of doing things. With the season of 1911 we shall inaugurate several important changes, the working out of which will result in still more satisfactory results to our customers.

First among these will be the manner of handling plants when digging them. Specially constructed baskets will be used, and as

MOTHER EARTH may offer her choicest cradle, the sun may lavish his brightest rays, the gentle showers flood down upon the balmy winds of spring to nourish the infant plant; yet if this child of the First Great Cause has been touched by the blighting breath of decay, or is the offspring of perverted parentage, all the kindly care of loving Nature, aided by the hand of man, only emphasizes more strongly that "Whatsoever a man soweth, that shall he also reap."



AN OBJECT LESSON IN THE VALUE OF BREEDING

HERE is presented that wonderful quintet of Shropshire sheep, bred by George McKerrow & Sons of Pewaukee, Wis., which were the Champions in 1908 at Wisconsin, Illinois, Kentucky and Tennessee State Fairs, and the International Live Stock Show at Chicago and the Denver (Colo.) Fair. No one better understands the value of heredity than does Mr. McKerrow, and it is quite as important in plant life as it is in animal life. Kellogg's Thoroughbred Pedigree plants are an exemplification of this principle, and our patrons find from actual experience an invincible combination in Kellogg plants and the Kellogg way.

the plants are dug they will be laid with straightened roots, so that no "kinks" will be encouraged and the plants will be kept perfectly straight from digging to setting. The crowns will be more perfectly protected than when put into a sack as is the general custom.

In packing the plants for shipment, we shall use a specially constructed crate made from Southern timber noted for its lightness and strength. The crate will be smaller, the number of plants in each crate fewer, and ample ventilation will thus be insured, so that the plants will carry in the most perfect condition possible.

Expert Pruning of Plants

WE shall prune the roots and foliage of every bunch of plants before packing, so that when they reach their destination it will be necessary only to open bunches and set plants out. The advantage of expert pruning can scarcely be overestimated. Pruning the plants in this manner and packing them in crates made from lighter-weight timber will greatly reduce express charges on plants

—an important matter where many plants are taken for long-distance shipping.

Every improvement of the kinds noted adds greatly to our expense in producing plants, and in addition to these we are now paying fully fifty per cent. more for help than formerly, owing to the great scarcity of labor. These conditions have made necessary a slight increase in prices for certain varieties, but we are convinced that the better service will more than compensate our customers for any additional cost.

It is our sincere desire that every customer shall produce in his own strawberry field or plot just such berries as are shown in this book, and if he will take Kellogg plants and follow the Kellogg way, he may be sure of achieving these results.

How to Prepare the Soil

SOIL conditions are of primary importance to the strawberry grower, for the best plants that the combined efforts of nature and man can produce will utterly fail to give results unless the soil, chemically and mechanically, be fitted to do its work. But



HAULING THE MULCHING ON THE FARM

FROM eight to sixteen teams are used to bring the straw from the country to the Kellogg Farms. The horses and wagons go astride the rows and the straw is thrown off in piles ready for the men with forks, who scatter it evenly over the plants to a depth of three to four inches, as shown in picture on opposite page. Great as is the cost of this work it more than pays for itself.

here again the task, though important, is simple; indeed, in the case of the strawberry it is particularly an easy one, because the strawberry is the most ubiquitous of all plants and finds it easy to accommodate itself to a larger variety of soils than any other. To state the case in its simplest form, the strawberry will thrive in any soil that will produce a good crop of corn or potatoes or any garden crop. And in regions where the sub-tropical corn will not mature an ear of corn, and where many other crops yield but indifferent results, the strawberry matures its most tempting and delicious berries. The soil may be compared to a dish containing food for plants. It may be clay or sand, or a mixture of both, with either element dominating, and designated as clay-loam or sand-loam—the essential thing is to keep the dish so filled with plant food that the demands of the plant are fully satisfied. Then if the land be well drained, success with good plants is certain.

Manuring the Land

THIS brings us to the question of fertility, one to which the successful grower must give thought and attention. In our judgment, based upon extensive experiments, cov-

ering many kinds of soil and varied conditions, no other fertilizer for the strawberry is to be considered in the same class with barnyard fertilizer. For every reason the grower should spread the manure as fast as it is made where this is possible. The economic waste is least where this is done, and it must not be forgotten that the white grub multiplies and thrives in manure that remains piled up. As to quantity required, a light dressing spread evenly over the surface of the ground will in the case of most soils be ample—say from ten to fifteen two-horse-wagon loads to the acre. Distribute with a manure spreader if possible. It will pay you to hire one if you do not own one. On the Kellogg farms four Great Western spreaders do the work to perfection.

Plowing and Harrowing

EARLY in the spring the manure should be plowed under, great care being taken to secure a uniform depth throughout. The depth depends somewhat upon the nature of the soil and its formation. In very deep soil one may go as deeply as eight inches, but in shallower soils the depth should not exceed six inches, and in very shallow soils four inches will best serve the purpose. After the soil



SPREADING THE MULCHING OVER THE PLANTS

PLEASE note in the foreground how evenly the mulching is spread over the plants. This protects the plants from freezing and thawing during the winter and early spring months, and keeps the plants strong and vigorous so that they start growing immediately after they reach the purchaser. The mulching plays a very important part in making the Kellogg plants the most vigorous and productive grown. The strawberry grower will find mulching to be equally important to his success.

has been evenly broken and every furrow turned "flat on its back," the soil should be harrowed thoroughly, so that the manure shall be thoroughly incorporated with the soil particles. The vegetable matter of the manure should be so distributed in the soil that every part of the fertilizer shall be utilized by coming into contact with the soil grains. This tends to make a spongy soil, light, friable and full of humus, and capable of retaining quantities of water which will be given off as the demands of the plants require moisture. This condition of the soil tends to preserve an even temperature, which encourages great activity on the part of soil bacteria.

Rolling the Ground

THE roller is one of the most important implements in the strawberry field, but must be employed with discretion. First must be considered the nature of the soil. A loose, sandy, soil or one composed of coarse particles, requires to be very firmly rolled. Roots of plants must have air, but not too much air; coarse soil will admit too much air to the roots if it be not properly firmed. Another point to be considered is that the soil bacteria is stimulated to too great activity by a surplus of air, and where this occurs the soil is too rapidly depleted of its fertility.

Clay and heavy black soils require little firming; just enough to break the clods will do.

Marking Out the Rows

WITH the ground properly rolled the next step is the marking out of the rows for the strawberry plants. This is a work that requires nice care if you would have



evenly spaced, straight rows. We illustrate herewith a device which is made by nailing



COMPOUNDING OUR SPRAYING MATERIALS

THROUGH years of experimenting we have learned that one of the most important features of spraying is the thorough mixing of the ingredients used. We first run into the mixing tank the quantity of water required to fill the tank on the spray machine; then we add to this the required quantity of arsenate and Bordeaux mixture. These are thoroughly stirred, the work of stirring continuing while the liquid flows into the spraying machine as shown in illustration. This insures perfect mixing.

2x4 runners to a board the distances apart it is desired the rows shall be. You will find it simple, and it works to perfection.

Pruning the Plants

IN the past we have not been pruning our plants before shipping, but as so many of our customers do not realize the great importance of pruning the plant before setting, and some do not understand just how the work is done, we have decided that it would be to the interest of our customers for us to prune the plants, both in foliage and root, and have them all ready for setting before shipping them out. While this will make us lots of extra work and expense, we are sure that all



Figure 1. A Kellogg Thoroughbred Before Pruning

of our customers will appreciate it, for we know they will have better success with the plants. The plants will be pruned something similar to the one shown in Figure 2 before shipping to our customers. We have decided to do this because we feel certain that our method of pruning is correct, and that the plant will start growing quicker and more vigorously when properly pruned than when carelessly pruned; besides this, it makes the plants lighter to ship, and this will save the customer quite a little in the way of expressage.

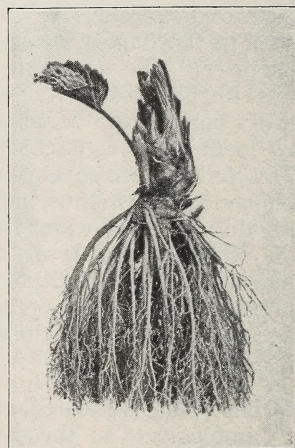


Figure 2. A Properly Pruned Plant

Never set an unpruned plant. Roots that are pruned will callous immediately, whereupon innumerable small feeding roots will develop and the growth of the plant begin.

LAST SPRAYING



OUR SPRAYING MACHINES AT WORK

THE Kellogg Thoroughbred plants are kept continually coated with Bordeaux mixture and arsenates during the entire growing season, which guarantees the plants to be perfectly free from insects and fungous diseases. The importance of this to our customers may be the more readily understood by reference to a typical incident. The Idaho state inspector recently ordered a fruit farmer to destroy all the nursery stock which he had just set out on a twenty-acre tract because everything he had set was diseased. Can you afford to take chances of carrying insects and fruit diseases to your farm by buying cheap plants which are not sprayed in the propagating bed? The insurance you have against such a disaster when you purchase Kellogg pure-bred plants is worth many times what you pay for the plants, and you cannot afford to take the risk of possible loss.

Then there is danger that the unpruned roots will double up, which may delay the development of the plant.

Setting Out the Plants

WITH the ground thoroughly fitted culturally, rolled as smooth as a floor and properly marked, and with the pruned plants in hand, we may proceed with their setting in the ground in which they are to fruit. It is not a job to be done in kid gloves and your Sunday-go-to-meetin' clothes. Our folks pad their knees with an old piece of gunnysack or similar material and get right down to Mother Earth when performing this task. They use a dibble, and after one has used this implement it is not an easy matter to get along without it. We have men on our farm who set as many as 2,000 plants a day each, and do not find it hard work either. Let us observe one of them to discover just how he does it. Holding the dibble in his right hand he thrusts it into the soil to a depth of about six inches, pressing it outward to make an opening and keeping it in that position so that the soil may not fall back into the opening. As this is done he quickly

shake to spread out the roots, then sets it down into the soft and crumbly soil, so holding the crown that it will be on the level with the surface of the ground when setting is complete. Then the dibble is withdrawn and plunged into the soil about two inches from the opening to force the soil against the plants, pressing the soil at the same time against the other side with the left hand.

Cultivating the Plants

IT is the rule of the most successful stockmen that best results are invariably secured by supplying the young animal with an abundance of good feed from the time of its birth and without interruption until the finished product goes on the market. The same thing is just as true of plant life, and on the Kellogg farms it is the rule that just as soon as the setting gang gets to work they are followed to the field with Planet Jr. twelve-tooth cultivators, and the work of cultivation begins then and there and never ceases until the plants go under the mulch in the fall.

When the plants begin to spread and the roots to extend, care should be taken that the roots be not injured by the cultivator,



FAMILY PATCH OF A RAILWAY MAIL CLERK

THIS illustration shows the family strawberry patch of A. E. Moore a railway mail clerk on the Michigan Central Railway. One of the first things Mr. Moore did when he purchased this home was to secure some Kellogg plants. The success he is having with them is suggested by the beautiful rows in the picture. These four rows, about four rods long, supply all of the berries the family can use, and in addition Mr. Moore sold a sufficient quantity to pay all of the expenses and to give Mrs. Moore a generous amount of pin money. But the pleasure derived from this little venture gave them the greatest satisfaction.

and our plan is to shorten the cultivator teeth that run next the plants by about two inches. When thus shortened the teeth will still go sufficiently deep to break the crust near the plants without danger of cutting the roots of the plants. About two times a month we run the five-tooth cultivator through the center of the space between the rows, stirring the soil to a depth of four or five inches. This loosens up the soil where the horse has tramped it down when doing the shallow cultivation.

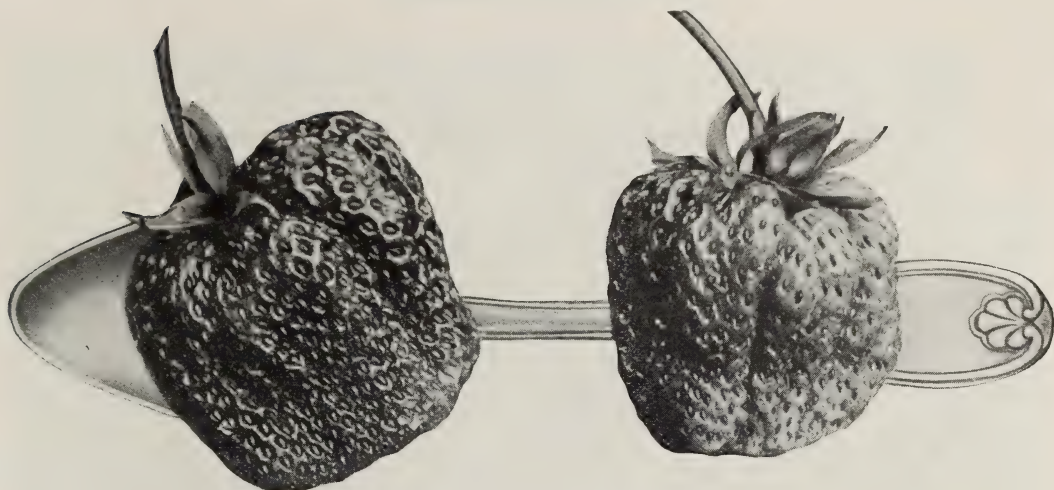
One very important practice you should adopt, whether your last cultivation be early or late: be sure before stopping the work to make a furrow four or five inches deep down the center of the space between the rows of plants, so that all surplus water from rains or melting snows may have immediate outlet. This will prevent its settling about the crowns of the plants and forming solid ice, which

would be likely to smother the plants by shutting off the air.

The Man With the Hoe

THE hoe is an important factor in the success of the strawberry grower, and the man who wields it with judgment and skill is the man who will make the strawberry patch or field a source of great pleasure and profit. The cultivator does a good deal, of course, but the hoe puts on the finishing touches; it brings up around the plant the soft, friable soil, filled with plant food that shall nourish and stimulate the plant to do its very best. In dry weather send down the blade to greater depth, as the roots then go more deeply, seeking moisture. But close to the plant always go to shallow depth only, for the roots must not be injured. The man who wields the hoe wisely and well makes weed-production impossible and encourages

R. M. Kellogg Co., Three Rivers, Mich.



A GLEN MARY AND WM. BELT BERRY

JUST to give you some idea of the size of berries produced by the Kellogg strain of Wm. Belt and Glen Mary, we show as background a teaspoon six inches long. With a strain of plants that produce such berries as these, is it any wonder that we never have grown a sufficient number of plants of these two varieties to supply the demand? This year we have set a larger acreage than ever to Glen Mary and Wm. Belt and hope to be able to fill all orders which come to us for them. However, we urge you to get in your order as early as possible so that we may reserve for you as many of these plants as you wish.

a big crop of fruit. Every hour spent with his strawberries will yield golden returns.

Removing Buds the First Season

ONE prime essential to the perfect development of the plant is the removal of all buds and blossoms from spring-set plants during the first season after setting. In one word, there should not be a single

the production of buds and fruit. The thing to do is to pinch off each bud as it appears, thus encouraging the full strength of the plant to go into the work of building up a powerful fruiting system. Pollen-exhaustion is one of the severest drains upon the vitality of the strawberry plant. Therefore, we repeat, keep off the buds the first summer if you would have a big crop of delicious fruit the following seasons.



PLANT SHOWING HOW TO REMOVE BLOSSOMS

WHEN setting your plants see that the crown stands above the soil as shown here. About two weeks after the plants are set they will start sending out fruit stems. As soon as the buds begin to open pinch or cut fruit stem off as shown by dotted lines in the illustration. Don't let a blossom fruit.

strawberry permitted to ripen or even to form on the new plant the first year. The young plant will not be given a fair chance if you allow its strength to be absorbed in

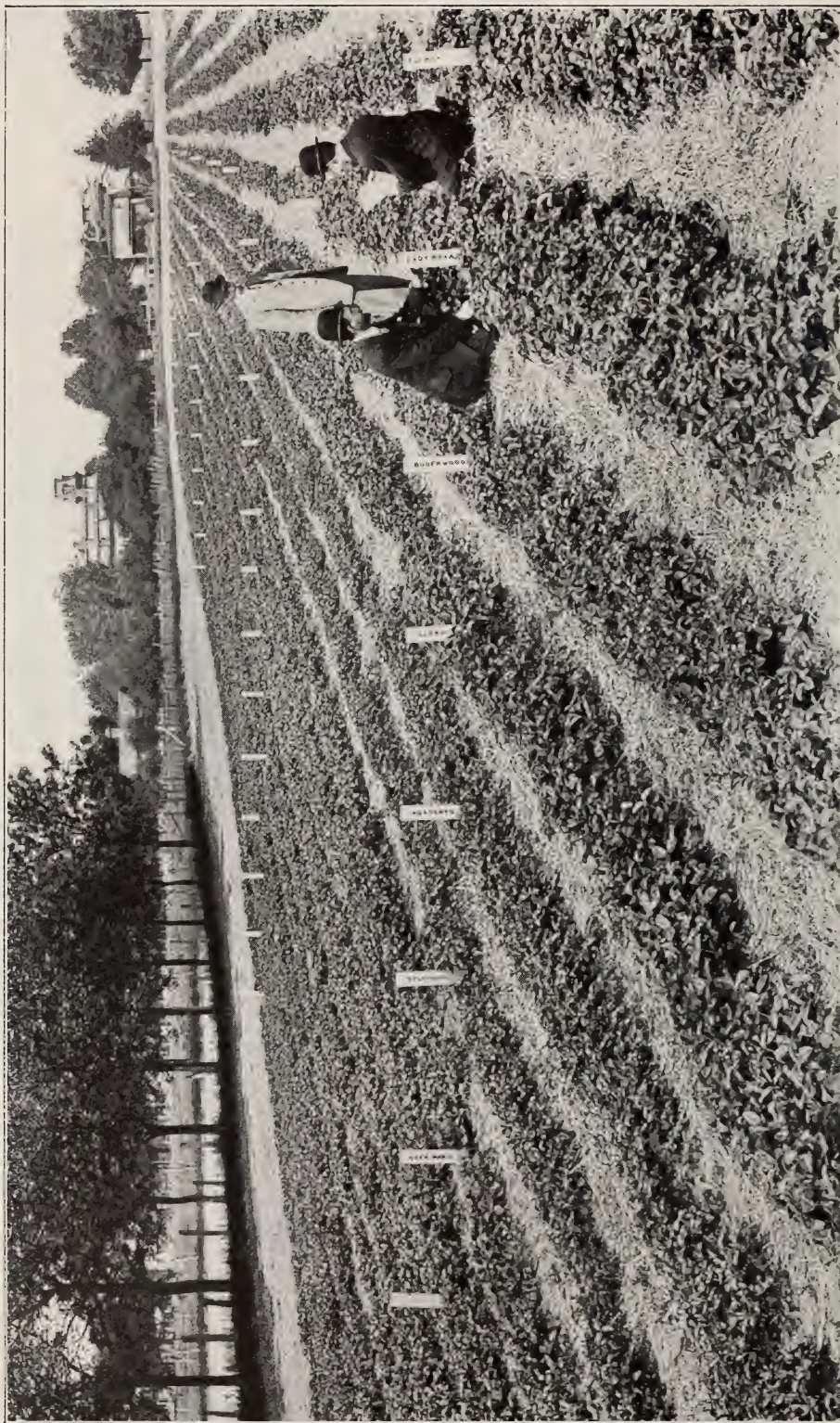
Removing Surplus Runner Plants

ANOTHER important item in the development of a sturdy and vigorous plant is the careful removal of all surplus runners. The earlier the runner plant is nipped the better, for every day's growth draws so much the more upon the vital forces of the mother plant—forces that should be expended in her own development and the upbuilding of the plants that are required in the system decided upon. The extensive grower can hardly afford to do the work without the aid of our roller runner-cutter. And now that we have a handle-attachment runner-cutter, all growers, whether they cultivate by hand or with horse, should avail themselves of this quick and easy means of doing this work, and thus conserve the energy of the plants they have elected shall grow. The illustration on Page 64 suggests the simplicity and effectiveness of the cutter.

Sometimes the energetic mother plant will produce runner plants at fruiting time, and often we are asked what shall be done with

GREAT CROPS OF STRAWBERRIES AND HOW TO GROW THEM

R. M. Kellogg Co., Three Rivers, Mich.



THE KELLOGG COMPANY'S EXPERIMENTAL AND BREEDING BLOCK

THIS is the largest strawberry experimental and breeding block in the world. Here is where, all of the varieties, old and new, are thoroughly tested; where their characteristics and performance are observed and analyzed. By keeping records of each individual variety during the growing and fruiting season, we at all times know just what each is doing and will in all probabilities do elsewhere under the same favorable conditions. This breeding block also gives us an opportunity to learn the results of our methods of selection from the most fruitful of the mother plants. We owe to this breeding block and the things accomplished through it the world-wide reputation of the Kellogg Thoroughbred strain of plants.



A FIELD OF KELLOGG THOROUGHBREDS AT CONNEAUT, OHIO

THIS illustration is of the field of J. C. Chilson, Conneaut, Ohio, and shows Kellogg plants and the results they produce in the way of fruit. Mr. Chilson in the letter accompanying the photograph from which the above illustration was made, says: "Have been raising berries from your plants for several years, and certainly have raised some of the finest ever grown in this part of Ohio. I consider the Kellogg plants the best strawberry plants ever grown, and wish you still further success."

these runner plants that appear to be so out of time and place. Our experiments along this line lead us to the conclusion that the best thing to do is to leave them alone, as they are not of sufficient importance to justify the labor and expense of their removal.

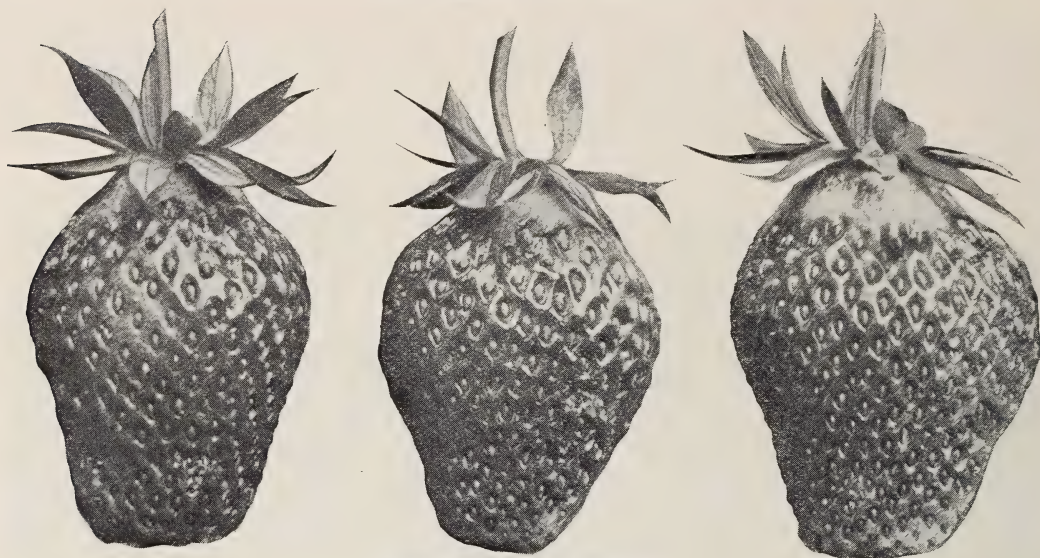
The Question of Sex in Plants

SEX in plant life is quite as important a matter as it is in animal life. We shall give some definitions and some suggestions herewith which we trust that all our friends may read so carefully as completely to grasp the true significance of this question and to learn which is which and how to treat the two sexes so as to secure desired results. The female plant is a pistillate, and is popularly spoken of as "imperfect" because it is unable to produce fruit unless pollenized (fertilized) by a staminate. The staminate is called bi-sexual (two-sexual), or "perfect-flowering" because it is capable of producing fruit when set entirely by itself, and for the purpose of expressing its function in fertilizing the pistillates, is spoken of as "male," although it is not distinctly a male, in the sense that the pistillate is distinctly and only a female. Remember, then, that the perfect-

flowering, or staminate, or bisexual, or male plant (all four terms being used to describe the masculine varieties) requires no mating; that the pollen of its own anthers will fertilize its own pistils, and it will thus produce fruit when set alone. On the other hand, *pistillate varieties must be mated or they will produce no fruit.* In this book the mark (B) indicates a staminate or bisexual variety; (P) indicates a pistillate or female variety. There is a third order, designated as "semi-perfect" by some, which, while possessed of both anthers and pistils, still are too weak in pollen to fertilize all of their own bloom. Two of our very popular varieties belong to this order. They are Glen Mary and Gandy. These varieties should be set near bisexuals of concurrent season in order to insure a full yield of fruit.

How to Mate the Plants

WITH these facts before you the importance of properly mating pistillate plants will be understood. To illustrate the matter we suggest that an ideal setting would be one row of Longfellow, three of Haverland, and one row of Senator Dunlap. Or, if Burbach, or Sample, or Cardinal were the preferred pistillate, one or two or three rows of



THREE TYPICAL LONGFELLOWS

WE believe that no other variety of strawberries will yield berries so uniform as to size and shape as the Longfellow, and when it comes to productiveness we are sure that no other varieties will outdo it. Then it has a flavor which is unsurpassed in deliciousness, and its sub-acid quality makes it possible for all to enjoy it. Being a splendid shipper it already has become a favorite with the commercial growers. See the picture on Page 23 showing the Longfellow growing at Kirkwood, Mo., in the family garden of J. E. Walbridge. This is only one of many flattering reports received concerning Longfellow's fine qualities.

any one of them might be placed between rows of Longfellow and Pride of Michigan; or between any other bisexuals of your choice. To be sure, the grower may elect to set no pistillate plants whatever, and in this case he will have no question of mating to consider. But years of experimentation have convinced us of the high value of the pistillate varieties, and we know that, as a rule, when they are properly mated, the pistillates produce more berries and of better quality than the bisexuals. There is a distinct value, however, in selecting several varieties of plants, even though all of them be bisexuals, as our experiments have proved with certainty the fact that an exchange of pollen between bisexuals is of great value and encourages increased yields of better fruit.

Systems Followed in Planting

EACH grower, if he be one of long experience, has his own favorite system of growing strawberries. Once in a while one is found who will have nothing but the hill system. Usually his fields are not very extensive, and he is happy only when he is growing the "biggest ever." And it is the hill system that produces the largest number of big berries to the plant without a doubt. The immense root and crown system that the hill method encourages is certain to produce fruit of large size. There are several ways of growing in hills, but all of them are alike

in one regard—no runners are permitted to develop, and the full strength of development goes into the production of one big fruit-producing plant. One popular hill system is to divide the field into plots about four feet wide and twenty-five feet long, into which plants are set one foot apart each way. Between these plots is a two-foot path for pickers. The cultivation is by hand, and the results from a given area are sometimes very large. The number of plants required for an acre by this system is approximately 34,000. Another popular method, which admits of horse-cultivation, is to make the rows thirty inches apart and set the plants twenty-four inches apart in the row. What is known as the twin-hedge row is really one form of the hill system. Two rows are made sixteen inches apart, then a space of thirty inches on either side followed by two more rows sixteen inches apart. The wider spaces are cultivated with the horse, the narrower with the hoe.

The Single-Hedge Row

MORE popular than any other system, perhaps, with the grower whose area is not extra-extensive, is the single-hedge row. This is because of its simplicity and ease in handling. In this system two runner plants are allowed to mature from each mother plant and are layered in line with the mother plant in the row, one on one side and one on the other. Usually the rows are made from three feet to three and one-half feet apart, and the



KELLOGG'S THOROUGHBREDS IN BLOOM ON A VERMONT FARM

THE above illustration shows the strawberry field of W E Akley of West Brattleboro, Vt. Mr. Akley writes: "I have been growing Pedigree plants for the last three seasons. The four rows at the left of the picture are Parsons' Beauty, and the four at the right are Dornan. At the farther end, beginning at the left of the picture are Texas, Crescent, Warfield, Gandy, Cardinal, Dornan and Stevens' Late Champion. I picked 486 quarts of berries from this bed." The patch indicates the care given it.

mother plants are set two feet apart in the row. When the runner plants are layered the plants stand about six inches apart.

The Double-Hedge Row

CONSIDERED from the viewpoint either of the extensive grower or the man with limited area, we think the double-hedge row the most ideal of all. In the first place, this system produces large quantities of large berries, as the space between plants is ample for sunlight and air, while all of the land is well occupied. In the next, the first cost of the plants is not so great, and the grower himself produces at least four stalwart plants from every one he buys. These are matters of large economy to the grower.

Narrow-Matted Rows

WHERE the demand is for quantity rather than for size, the narrow-matted row is most popular. In sections where the fruit is intended for the canning factory this method

is ideal. This system is made by placing the rows 42 inches apart and setting the plants 28 inches apart in the row, and permitting a sufficient number of runners to form to make the rows of plants from fifteen to eighteen inches wide. As we say, this system is one that will give a large yield of indifferent-sized berries, but if your market prefers large, fine fruit and is willing to pay for it, we would not advise the adoption of this system.

Dealing With Plant Enemies

THE earliest insect to attack the strawberry plant is a little grayish worm, called the saw-fly because it has teeth like a saw. It occupies the under-side of the leaf, which it chews, but quickly disappears when dosed with Paris green or arsenate of lead. It is short-lived and does little damage as a rule. The same treatment is effective in the case of all leaf-eating insects. The leaf-rollers, three broods of which appear during the



A SCHOOL TEACHER'S STRAWBERRY PATCH

THIS illustration shows the strawberry patch of Earl Wing of Three Rivers, who teaches school nine months of the year; the balance of the time is spent in other lines of work and in taking care of his fine family garden, not the least interesting feature being his Thoroughbred strawberry plants. Note the arrangement of different varieties, which suggests the proper mating of the pistillates. Bubach, a medium late pistillate, is placed between Dornan and Senator Dunlap; Warfield, an earlier pistillate, is placed between Longfellow and Dunlap. The berries on the opposite page were picked from Mr. Wing's patch, which indicate the kind of berries grown on Kellogg plants when properly mated and cared for by the Kellogg methods.

growing season in the Northern states, will not be able to accomplish serious harm if they are met with vigorous resistance from the spraying outfit. The strawberry slug, which comes from a four-winged fly that deposits its eggs on the stem or within the leaf tissue is a third insect that will be rendered harmless by spraying with either of the poisons mentioned above. The beetle is a small dark-colored bug, that appears usually only where clean cultivation is not practiced; it generally is found in piles of litter, in old dead grass, or in old and neglected strawberry patches. Clean cultivation will prevent their incursions as a rule, but arsenate of lead or Paris green will drive them out.

Insects that Sprays do not Reach

FIRST of these is the aphid or root louse. These are brought to the roots of the plants by ants whose reward is the sweet substance extracted by the louse from the plant roots. They are sometimes called the ant's cow. If black ants are numerous in

your strawberry patch you may be sure the louse is at work there. Remedy—Keep the surface of the soil constantly stirred, which will drive out the ants and the louse will be able to do no more harm. A preventive of the root louse is found in dipping the roots of the plants in tobacco tea before setting them. Boil one pound of tobacco stems in five gallons of water for twenty minutes; cool the tea and dip the roots up to the crown.

The White Grub

ANOTHER troublesome pest is the white grub, whose underground habit makes him immune to insecticides. Examine the ground intended for a strawberry patch if it has recently been in clover or timothy. In view of the fact that the grub prefers the potato to the strawberry, it has been found of advantage to alternate potato and strawberry rows where the grub is known to be present in dangerous numbers. One of the most effective preventives of the white grub is late fall plowing that will bring him to the



KELLOGG THOROUGHbred BERRIES AS GROWN BY EARL WING

WHEN the photographer made the beautiful picture shown on opposite page, the vines were loaded with berries like the ones shown above. Such berries as these cannot be bought. If you want berries of this class you must have Kellogg plants and grow them in your garden according to the Kellogg methods. Mr. Wing's patch contains five rows of plants two rods long, or two square rods only, and it would be a large family indeed that would consume all the fruit it produces.

surface, where the birds and fowls and hogs may get him, and, if the weather be cold enough, he may be frozen.

Fungous Diseases of the Strawberry

THERE are two fungous diseases that affect the strawberry. One is mildew or leaf-curl; the other is rust or leaf-spot. The former is recognized by a tendency of the leaf to curl as if affected by drought, and a microscopic examination will reveal the presence of a delicate web which covers the leaf-tissue. As a rule mildew does little damage. Rust will be almost instantly recognized because the red spots with white center suggest the name. Rust may, if not promptly treat-

ed, do serious injury, and if it appears upon your plants take immediate steps to prevent its spread. Both of these fungi yield readily to Bordeaux mixture.

The positive assurance you have against all insects and fungous diseases when you set Kellogg's pure-bred and true-to-name plants is worth a great deal more to you than the slight difference you pay for them over the cost of common plants which never are sprayed.

Formulas for Spray Mixtures

WE have named arsenate of lead and Paris green as the remedies and preventives wherever leaf-eating insects were present or



FOURTEEN THOUSAND QUARTS FROM TEN THOUSAND KELLOGG PLANTS

THIS illustration represents a view of the berry field of E. J. Brown of Bloomsburg, Pa., during the fruiting season of 1909. The plants are of the well-known strain of Kellogg's famous pedigree plants set during the spring of 1908. From ten thousand plants Mr. Brown picked fourteen thousand baskets of big red berries, having picked as many as fifty bushels at a single picking. Mr. Brown is a very enthusiastic strawberry grower and not only uses Kellogg plants, but follows the Kellogg way.

threatened; and Bordeaux mixture for fungous diseases. Herewith are formulas for them:

Bordeaux Mixture—Put four pounds of blue vitriol into a coarsely woven sack—a potato or coffee sack will serve; pour twenty gallons of water in a barrel and so hang the sack on the rim of the barrel that the bottom of the sack will rest on top of the water. This allows free circulation of air about the vitriol, which causes rapid dissolution, and the poison soon will completely saturate the water. Then take four pounds of lump lime, place it in a wooden vessel, pour over it enough hot water to cover the lime—say two gallons. When the lime begins to slake, stir it vigorously to prevent burning. When the lime is slaked thoroughly pour it into a second barrel containing a sufficient quantity of water to make twenty gallons of the lime solution. When this has cooled, stir thoroughly both the barrel of lime water and the barrel of blue vitriol and mix them. You will thus have forty gallons of spray material. Stir this thoroughly before putting into the sprayer.

Arsenate of Lead—Put three pounds of arsenate of lead in a bucket, and pour over just enough hot water to cover. Then pulverize the lead until it has become a creamy paste, adding water until the mixture has become a creamy solution. Then stir into from forty to fifty gallons of water.

Paris Green—Take one pound of unslaked lime and put over it seven ounces of Paris

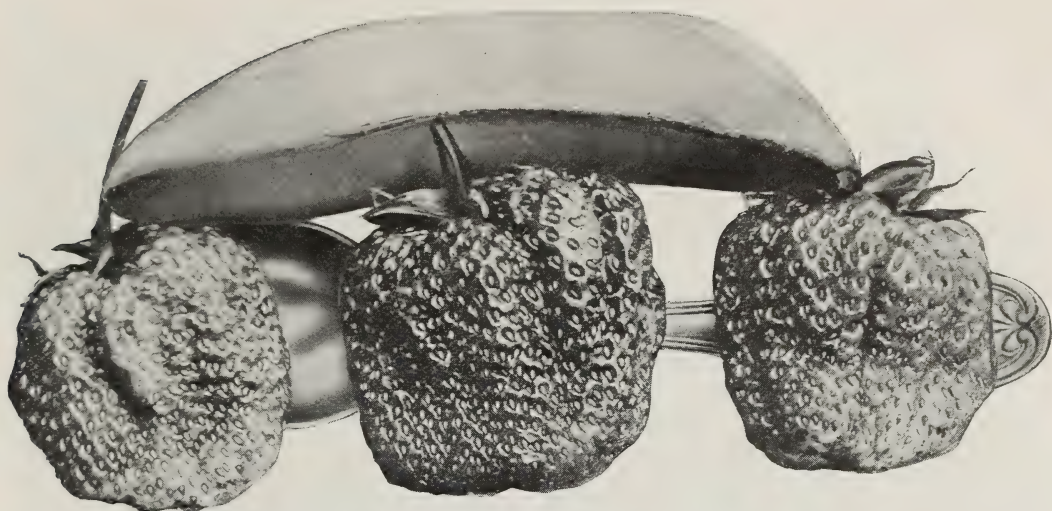
green. Pour over these two gallons of hot water, and when the mixture is complete add water to make fifty gallons.

Combining the Sprays

SOMETIMES a grower will find it necessary to spray for both insects and fungous diseases at the same time. In such a case simply combine the two mixtures as above described where Bordeaux and arsenate of lead are to be used jointly. Where Paris green and Bordeaux are to be used in a combined spray you may take seven ounces of the Paris-green powder, and after dissolving with one pound of lime in two gallons of hot water, add to the forty gallons of Bordeaux mixture. Of course, the proportions named here will be preserved in the making of a larger or smaller quantity of spraying material, as the needs of the individual grower may require.

Mulching Strawberry Plants

MULCHING the plants is one of the most important features to be considered, and we cannot lay too much emphasis on this point. In northerly latitudes where freezing and thawing begin early to alternate, as well as in those colder sections where freezing weather comes to stay for a while, mulch should be applied after the first hard freeze in the fall. Here we must protect the vines from the cold weather, so we cover them over, using about two and a half tons of good straw to the acre to go over the vines them-



KELLOGG'S PRIDE OF MICHIGAN, THREE-FIFTHS NATURAL SIZE

JUST to give an idea of the size of berries produced by the Kellogg strain of Pride of Michigan, we show here three of these berries beside a spoon which measures just six inches, with banana lying on top. In order to get the engravings on this page it was necessary to reduce it to five and one-half inches which brought the berries down much smaller than natural size. For Pride of Michigan actual size, see Page 19. Without any question the Kellogg strain of Pride of Michigan produces the fanciest, largest and best flavored berries of all the late varieties. Besides this it is a wonderfully heavy fruiter and an excellent shipper. It succeeds almost everywhere it has been tested. We are receiving strong endorsements of this variety from all parts of the U. S. as well as all provinces of Canada. If you never have tried Pride of Michigan we want you to do so this year.

selves and fill in heavily the spaces between the rows. In the South, where mulching is done for two purposes only—to retain moisture in the soil and keep the fruit clean, mulching need not be done until shortly before the buds open. There the mulch should be placed along the rows close up to the plants, but do not cover them.

Spring Treatment of the Mulch

DURING the winter in the North heavy rains and snows have soaked the mulching to such a degree that it rests upon the vines as a mat so heavy and so dense as to render it impossible for the plants to grow up through it without some help, and therefore, early in the spring, when vegetation is starting up, the mulching should be separated directly over each row. This will be done easily with the fork. Just make an opening through the mulching that lies upon the plants, and the plants will have no difficulty in coming through. This will leave the mulching close up to the plant, thus making a clean floor for the berries to ripen upon. The moisture in the mulching will aid the plants, and the presence of the straw will discourage weed growth about them. It is important that the mulching be handled just right, both when it is applied and when it is removed. As to kind of materials for mulching, any straw will serve excellently; so will marsh hay, sown corn, sorghum pomace, or swamp

grass. Our Atlantic Coast friends find the sea-weed a satisfactory mulching material.

Picking, Packing and Marketing

THE first thing that a "first-fiddle" grower does at picking time is to organize his work in such a way as to insure the harvesting of all his fruit. He will engage pickers upon whom he can rely; he will pay a price for picking that will insure steady service and careful, painstaking work. This will result in such a grading of fruit that every box that is intended for "first" quality will in very truth be of that quality; and the "seconds" will not be worthless by a long shot. Every box will be inspected before shipping. He will pick only after the sun has dried off the dew of morning, and the fruit is dry and firm; never will he pick too soon after a rain. If possible, he will do his heaviest picking as late in the afternoon as conditions will permit. If the market is near his place, every berry will be ripe when picked; if his fruit must go to a somewhat distant market, it will be just sufficiently under-ripe to insure its reaching the market in ideal condition.

Packing the Fruit

THERE is a packing house situated centrally to his fields. It may be a temporary structure, made of boards. But it is roofed



FAMILY STRAWBERRY PATCH OF JACOB FREESE

MR. FREESE is an employee on the farms of the R. M. Kellogg Company and has learned well how to take care of his home and family strawberry patch. This patch contains about 300 plants of the original setting, and not only does this number supply all the requirements of Mr. Freese's family, but in 1910 he sold \$60.00 worth of fruit, which paid many times over the cost of the plants and the labor expended on them. Any family may have a patch of strawberries like this. If you would know the sort of berries Mr. Freese grows on these Kellogg plants just note the beautiful photo-engraving on opposite page.

and affords a covering for his fruit and a shelter from the sun. To this packing house every time a picker has filled his "stand" of six or eight boxes, he makes delivery, and here the fruit is inspected and the finishing touches put on each box. These finishing touches are simple but effective. They are not put on to deceive, any more than that neatly dressed lady seeks to deceive us by appearing at her best. The grower has instructed his pickers to leave a short stem on each berry, because a stemless berry "goes down" so much quicker. And when the buyer in the city gets that box of berries, he finds not only that the fruit is sound and ripe and sweet and delicious, but that there are just as many big berries at the bottom of the box as there are at the top!

Marketing the Crop

WE received a letter not long ago from one of the biggest houses in its particular line of business in the world. In that letter was this suggestive and significant phrase: "The trade-mark is a guarantee of quality." We say to every strawberry grower: Your label is your trade-mark. See that it stands for and is a guarantee of quality. Never sell

a box of berries that doesn't bear your label, which is your guarantee. That is the first consideration in building up a permanent market for your product. Without a label your goods go on the market without any means of identification, and though the man who bought your fruit today may tomorrow seek the source of supply, anxious to secure more of it, he could not find you. By all means use your own label. Then sell your fruit under your own control and at your own price. The leading grocer in every city seeks a source of supply for strawberries that will not only yield a profit, but that also will add to the attractiveness of his store. Arrange with him, if possible, before the picking season begins. If you fail to find such a grocer, but have a good local market, retail the fruit yourself and secure the full price your fruit merits.

Weeds in the Fruiting Bed

ONE prolific source of weeds is the mulching, in which wheat, rye or oats remain and which sprout and come up through the mulching. They should be pulled up by hand, and the best time to do this is when

R. M. Kellogg Co., Three Rivers, Mich.

the earth is soft from recent rains, when they will easily be drawn from the earth and the vines and fruit will be least affected. But if the weather remains dry, take a sharp hoe and run it under the mulching in such a way as to shave off the weeds just below the surface of the soil. This will effectually discourage them.

An Experience with Crab Grass

DURING the season of 1910 we visited a strawberry field which had fallen a victim to crab grass. It brought to mind an experience we had some years ago, when a hundred acres of our plants were threatened by this pest. Just as the crab grass appeared came a rainy season that seemed to be prepared for an entire summer's campaign, and for a time we were puzzled to discover a way out of the difficulty, as we could neither cultivate or hoe under the circumstances. The foreman of the hoeing gang was given instructions to station his



PRIDES OF MICHIGAN GROWN BY JACOB FREESE

WE visited Mr. Freese's garden during fruiting time in 1910 and found his vines loaded with just such berries as those shown here. These berries are shown at actual size. A few dollars invested in Kellogg Thoroughbred plants, cultivated by the "Kellogg way" will furnish you just such berries as these throughout the entire fruiting season, will supply you with all you require for canning and preserving for winter, and enough to sell to more than doubly pay all expenses. In short, you will have all the berries your family can use and make a snug profit from the surplus fruit grown.

grass for all they were worth. A force of sixty men, working under these disadvantages, succeeded in freeing the farm for the time being of this pest, and, as a result of thorough cultivation, when autumn came the fields were entirely free from crab grass.

How One Farmer Did the Business

ONE practical farmer thus describes the method he adopted to get rid of the pest. He says: "We had about four acres of quack (or crab) grass that was so thick we could not plow it. It crowded out buckwheat and other crops we planted. I got a good sharp steel plow and plowed it in the spring, then disked it twice a week until the grass began to show a little life in the pasture. I then plowed it again and disked as before until about the 28th of June. I plowed it once more and harrowed it and put on three pecks of German millet. The millet came up at once and covered the ground so thickly that what little quack grass might be left was completely smothered out. I plowed again late in the fall and sowed to oats the following spring. The next fall there was not a root to be found in the whole four acres. I think this plan of killing quack grass is a



MR. FREESE'S RESIDENCE

NOTE the neatness of everything about this house. A little work mornings and evenings keeps the place up in this fine condition, and Mr. Freese and his good wife find pleasure and health in keeping the entire place in apple-pie order.

men in a building located about the center of the farm and to have them run out during every interval between showers and pull crab



TWO ACRES OF THOROUGHBREDS AT TULARE, CALIFORNIA

THIS is a scene in the strawberry fields of J. H. Shirk, of Tulare, California. Mr. Shirk wrote April 5, 1910, saying that he should pick 30,000 quarts from this field. "We counted," he writes, "210 berries and many blooms on one vine of Brandywine, 187 berries on one of Klondike, and 190 on one vine of Excelsior. These are all from your strain of Thoroughbred plants."

most practical one, and should be followed by those who have difficulty in eradicating this pest.

Preparing for Second Crop

THE time to do this work is immediately after the first crop is picked. The first step is to mow off the vines. This may be done with a mowing machine, a scythe or a cycle, depending upon the size of the field or patch. Then loosen up the mulch all over the field so that it will burn very rapidly. Now go to the windward side of the field, and set the fire going. Almost before you realize it the work will be done. We have burned over five acres in fifteen minutes. Not only will the field be rid of all refuse matter, but all insects and fungous spores, if any be present, will be destroyed, and you will start off the second season with a new and perfectly clean lot of plants. Bear in mind, that if the plants and mulching are very wet they should not be burned; also if the weather for a long time has been dry, so that the earth about the plants also is dry, as in either case there would be danger of burning and thus destroying the plants.

Narrowing Down the Rows

WHETHER you decide to burn over or to haul the mulching and refuse off the field, the next step is to narrow down the

rows. This will best be done by taking a common breaking plow and throwing a furrow from each side of the row into the center, leaving a ridge that may be leveled down or thrown back to place by a five-tooth cultivator. After the cultivator has done its work, a reversible harrow, with the teeth thrown slightly backward, drawn across the rows will level them nicely. It also will draw the fine soil over the crowns and bury them completely. This is important, because after the plants have fruited the old roots are wiry and almost lifeless, and by thus covering the crowns a new root system is encouraged. This will develop just above the old roots and beneath the crown of the plant.

Choosing and Cultivating Second-crop Plants

WITHIN an incredibly short time the plants, whether they have been burned or only plowed over, will come up through the soil, and, as soon as you are able to distinguish the stronger from the weaker plants, they should be gone through with the hoe and the poorer ones cut out, leaving only those which give evidence of being strong and healthy. These are to be the mother plants of a second generation, and it is highly important that they have the required strength and fruiting power to produce a big second crop. These mother plants should be about sixteen inches apart in the row, and each should be allowed to make the number

R. M. Kellogg Co., Three Rivers, Mich.



D. A. FRIEND'S PATCH OF THOROUGHBREDS AT ZOAR, OHIO

THIS strawberry bed," writes Mr. Friend under date of July 10, 1910, "is 60 x 100 feet, and produced 920 quarts of fine berries this season from plants bought from you. This is the second crop. They are the Glen Mary, Wm. Belt and Dornan."

of runners required for the system decided upon, the runners being layered precisely the same as in the original field. And in cultivating this field for the second crop the same methods will be followed as was done in cultivating the first generation.

Poultry and Strawberries

NOT long ago it was our pleasure to visit a man whose home is in the lake region just west of Milwaukee, where thrifty German truckers and fruit growers have lived for years and made a country beautiful by nature to blossom and fruit with prosperity. Right in the midst of them was the home of a tall, broad-shouldered Yankee, who had bought a nine-acre farm on credit and who had, in the language of the neighborhood, "beat the Dutch" at their own game. We visited his strawberry patch, in which quite a force was at work picking the fine fruit that was promptly shipped into Milwaukee. He had found that the strawberry end of his work gave him a fine cash return in the summer, and had been one of his chief stand-bys in paying for his comfortable and productive home.

As we left the train at the station we had noted a fine cock, crated for shipment—a

noble fowl, standing like a statue, evidently quite aware of the fact that he was the "observed of all observers," and enjoying the situation to the full. We mentioned this to our host, who informed us that the cock was one he had just sold at a high figure. It was going to a customer at some distance to head an important flock. This led to a talk on poultry, and while he showed us through his neat poultry yard and houses, with their modern, though mostly home-made conveniences, he told us of his experiences.

By combining strawberries with poultry he found profitable use for every hour of his time, and the nine-acre tract that he had bought at a pretty stiff figure had all been paid for out of his earnings from his dual industry. His wife and children had helped greatly—all had worked together; and now that his farm was all paid for his income of fully \$2,000 a year was being used to good advantage in the interest of his family. No, he did not think of adding to his acres, because it seemed just about as much as he could handle well; labor was high and hard to get, and it was better to do well in a small way than to make a fizzle on a big scale. The eggs produced were in steady demand at high prices; he always raised high-class poultry,



A DISH OF VIRGINIAS

THIS variety produces berries almost as round as cherries as the illustration indicates. The berries are regular as to form and size and present a beautiful appearance when packed in the boxes. A block of Virginia plants loaded with fruit presents a beautiful sight. The fruit stems grow erect into the foliage and the berries hang pendant from these high stems. Possessed of so many remarkable qualities the Virginia is rapidly becoming a universal favorite. If you have never given the Kellogg strain of Virginia a trial be sure and do so this season. They will realize your highest ideals of strawberry culture.

although he did not class himself as a fancier. But there was always a demand for good stuff, whether poultry or strawberries, or what not.

Yes, the combination of poultry and strawberries is an ideal one. If you use the manure from a flock of 150 to 250 hens on your strawberry fields, being careful to mix the fertilizer with phosphate rock or kainit or even with dry earth, so that it is not so heating, it will keep the soil in a high state of fertility. And then, when the price for eggs

was low and the chickens were moulting and sort of "loafing 'round, you know," came the strawberry season with its wonderful results from a few acres of well-kept and carefully handled fruit. "Twant much, of course; nothing big, that is. A fellow wouldn't get to be a John D. in a hurry at \$2,000 per. But just the same it was ample and sure, and it kept the whole family healthfully and pleasantly employed, and the children stayed at home. "And you know that means a good deal if you want to bring up a family in the

R. M. Kellogg Co., Three Rivers, Mich.



A FIELD OF KELLOGG THOROUGHBREDS IN NORTH DAKOTA

SOMETIMES our friends in the North ask us if strawberries do well in colder latitudes. The best answer we can make to this question, perhaps, is contained in the beautiful picture above, which is a scene in the strawberry fields of Daniel Patterson of Wahpeton, North Dakota. It would be difficult, indeed, to find a finer looking field of strawberries than Mr. Patterson has developed in North Dakota, and his enthusiasm is not at all surprising. Northern-grown berries command high prices.

right way." So our friend talked simply and wisely of his work.

And his work is in a field which opens wide the door of opportunity to thousands more

a way to independence and fortune, you will find no other that offers to industry and business judgment more safe and sure returns on the investment of time, labor and money than does this perfect combination of poultry and strawberries.

Women as Strawberry Growers

YOU would be surprised to know how many women are successfully conducting important and profitable strawberry enterprises. All over this country are earnest, intelligent women who find in their strawberries a source of revenue sufficient for their own support and frequently for the support and education of their children. The work is at home, which is one of the leading considerations for the woman whose domestic duties are first in importance. And they find the work refined, healthful, inspiring, profitable, and in every way womanly. Those who conduct large acres have the plowing, manuring and other heavy work done by men, of course. The work is out of doors, and the strawberry season is the most delightful to the lover of nature.

We receive hundreds of letters each season from women who tell us of their success with Kellogg plants when grown by the Kellogg way, of which the following letter in some of its features is typical. This is especially



THOROUGHBREDS IN A MISSOURI GARDEN

THIS illustration represents a scene in the strawberry patch of Julius E. Walbridge of Kirkwood, Missouri. The photograph was taken 105 days after the plants were set. The patch is composed of seven of our varieties, the principal portion being our Longfellow and Senator Dunlap. Mr. Walbridge writes concerning them: "During June I cut off hundreds of bearing stems, mostly from the Longfellow. There are now fully seven times the number of plants I set out, and they present a wonderfully thrifty, healthy appearance. Growers tell me they have seen nothing that approaches in beauty this bed. It is difficult to do justice to them with the kodak."

just like him in every state of this great land of ours. If you who read this are seeking



FAMILY PATCH OF O. T. WHITED

THIS picture tells its own story. It is interesting, however, as illustrating what may be done on a small piece of ground with a few hundred strawberry plants. They are Kellogg Thoroughbred Pedigree plants, cultivated by the Kellogg methods.

interesting, because the writer started in filled with doubt, which was changed to enthusiastic certainty as a result of her success:

OLYMPIA, KY., June 18.

R. M. KELLOGG Co.,
Three Rivers, Mich.

Gentlemen:—We saw your advertisement in Farm Journal some two years ago and sent for your book. When we received it we liked it very much, although we thought your pictures and descriptions of berries were overdrawn. But we decided to order a thousand plants from you anyway and follow your instructions, and see what they would do. We received the plants in fine condition, heeled them in and prepared the ground to set them. Almost every one of the plants lived and started to grow immediately.

We followed your instructions closely, and last fall when we mulched them they looked like the picture of some of the cuts in the catalog. This spring when we began to gather the fruit we received our greatest surprise—the Clyde and Parsons' Beauty were larger than any of the berries we have seen illustrated in your book! When we took them to market they were by far the nicest berries, either home-grown or shipped-in, on the market. We gathered 650 quarts and sold 544 quarts for which we received \$60.73, this notwithstanding the fact that the season was so rainy that two-fifths of the berries rotted in the patch. Now our season is over and we are very much pleased with your plants and more than pleased with the fruit they grow; and we have perfect confidence in your instructions. This is our first experience in raising strawberries.

WINNIE JOHNSTON.

Any intelligent woman who will follow the instructions given in this book, adjusting them to the particular conditions in which she is to carry on the work; who will use only the best of plants and give them only the best of care; who will use good judgment

in picking, packing and marketing her crop, insisting that the bottom of the box shall be as good as the top—any woman, we repeat, may under these conditions confidently count upon winning a good livelihood and something more in her strawberry fields. It is in truth her golden opportunity.

Strawberries in Family Gardens

EVERY garden ought to have its strawberry patch, and even though the garden may be limited to a city lot, or to more ample areas on the farm, strawberries ought to form an important feature in that garden. Among our patrons are hundreds whose homes are in crowded city blocks, yet from them we get some of the most enthusiastic reports of success with strawberries. Nor are the results insignificant, for some of them not only grow all the fruit required for "home consumption," but their success is so great that they have a generous surplus to sell to hungry neighbors. Some of our friends thus situated will take a plot 10x10 feet, and setting the plants one foot apart each way and cultivating by the hill system, will produce big crops of fruit from one hundred plants. To the city man, employed in bank or office, or shop, the time spent in the patch



C. W. HOGUE'S FIELD OF KELLOGG THOROUGHBREDS AT FRANKLINVILLE, N. Y.

THIS field, covering one-fifth of an acre, yielded 1,365 quarts of strawberries in 1910, "and this," writes Mr. Hogue, "in the face of a bad drouth in the fruiting season." He adds: "I am a close reader of all your literature, and an experience of five years with the Kellogg strain has proved to me that these plants always make good when given proper conditions and care."

is delightful recreation, to which is added the pleasure and profit of the delicious fruit, all the sweeter and more satisfying because it is the product of his own labor! In Portland, Oregon, the City of Roses, we have seen beautiful strawberry beds in the front yards of beautiful and fashionable residences; anywhere just to have berries of their own growing. And the strawberry plants were as attractive and beautiful as were the roses.

And the farmer who has no strawberries—what can be the matter with the man in his situation who lets slip by such a chance to get something worth while almost without cost? Fortunately the number of this sort of farmers is growing steadily smaller as they awake to the situation, and every year the number of farmers is increasing who insist upon enjoying the good things of life. And one of the first steps they take in the right direction is to lay out a strawberry patch and set it out to high-quality strawberries.

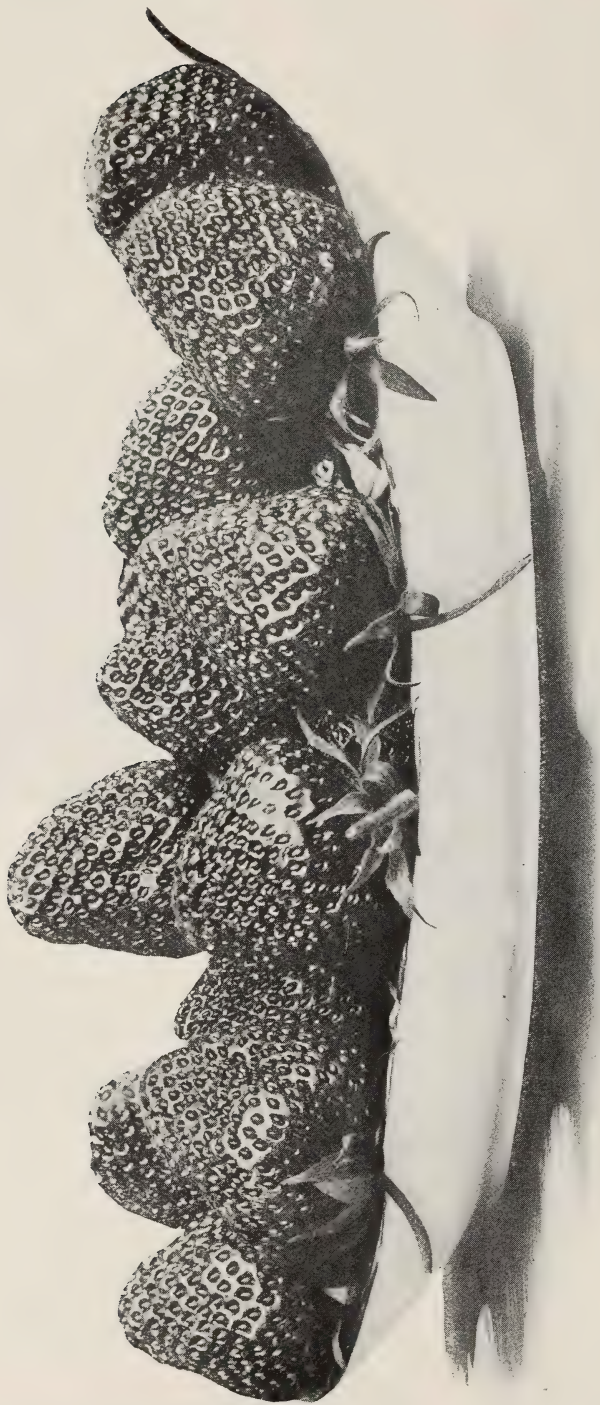
We have especial reasons for knowing this is so, for when the farmer does wake up he wakes up all over, and judging from our own experience his first thought on the strawberry line is to get some Thoroughbreds in order that he may start right. We hope that this movement of the farmer is to become universal. With an abundance of fertilizer, with many choice acres from which to select he may be sure of an ideal location, and with every implement and necessary help at hand for the work, he may be sure of producing splendid crops. Then, with an abundance of cream from his dairy, he has on his own place produced the elements for a feast for the gods!

Nitrates In an Old Fruiting Bed

MANY strawberry growers find, after the first crop of fruit has been picked, that their plants show signs of a lack of fertility in the soil. To stimulate them for fu-

GREAT CROPS OF STRAWBERRIES AND HOW TO GROW THEM

R. M. Kellogg Co., Three Rivers, Mich.



A DISH OF FANCY DUNLAPS AND WARFIELDS

HERE we show the style of berries grown on Kellogg's Thoroughbred Senator Dunlap and Warfield plants. Please note the uniformity in size and shape. These two varieties in connection with Longfellow, possibly make the greatest combination of any three varieties that could be set together. It is hard to tell which of the three is the most productive. Setting the Warfield in rows between Longfellow and Senator Dunlap insures perfect pollination. The berries on these three varieties in our experimental ground during the fruiting season of 1910 were a grand sight. Weather conditions during the blooming period were the most unfavorable we ever have had, and while some varieties were greatly damaged, Dunlap, Warfield and Longfellow gave us a large crop of exceedingly fancy berries as the picture indicates. The Minnesota State Horticultural Society reports especially recommend Senator Dunlap and Warfield as the most hardy varieties and adapted to the extreme conditions of the Northwest. Though the Longfellow has of course not been so well tested, we are sure that it will prove to be as hardy as are the other two varieties. We have given more attention to the improvement of Warfield and Dunlap than to any other two varieties on our list, and we feel safe in saying that the Kellogg strains of these plants are unequalled, both as to productiveness and size of fruit. And they grow successfully everywhere.



PROPER METHOD FOR HEELING-IN STRAWBERRY PLANTS

FIRST make a furrow or a "V"-shape trench in the shade. Set the bunches in the trench with the crowns just above the top of the trench, as shown in Figure 1, allowing the tips of the roots to reach down towards the bottom of trench. Then with a knife cut the strings that bind the bunches and spread the plants out as shown in Figure 2, being careful that roots are all well spread so that the soil will come in contact uniformly with all the roots. Now fill in the trench with the soil, pressing the soil firmly against the roots as you fill it in. When completed your plants should look as shown in Figure 3. Should weather conditions indicate freezing cover lightly with straw. Plants should only be heeled in to keep them fresh until all plants are set in their permanent bed. Should your ground be ready for the plants when received and you can set them in a day or two it will hardly be necessary to heel them in at all; in which case open the package and set plants in a cool place protected from wind.

ture yields something is necessary, and as our old customers know, we advise the use of nitrates of soda as the best source of supply for the required plant food. There recently has come to our notice an incident of such unusual nature that we repeat it here. We should not think of publishing it had it come from any less authoritative source than Professor W. F. Massey, who is known as a scientist upon whose statements the reader may completely rely. Professor Massey says: "I top-dressed an old strawberry bed in its fifth year of bearing with three hundred pounds of nitrate of soda to the acre. I had intended plowing it up the previous summer, as it was in an exhausted condition and foul with clover and sorrel. The effect was amazing, for from this bed of an acre and a quarter from which I expected nothing I gathered 7,000 quarts of berries."

Preparation for the second crop requires no such quantity as Professor Massey names, but it will be observed that he applied this large amount of nitrate of soda to a field in its fifth year of bearing. In our judgment, strawberry plants never should be permitted to fruit more than three times, and we do not believe that commercial growers can afford to raise more than two crops from the same setting of plants. But the incident is valuable as suggesting the stimulating pow-

ers of nitrate of soda in the case of soils exhausted of their fertility.

Concerning Run-out Plants

IN a letter which came to us recently from J. B. Wagner, the celebrated rhubarb specialist of Pasadena, California, he says: "Mr. J. B. Mowry, who is an enthusiast in strawberry culture, desires me to secure some of your Arizona plants. Mr. Mowry, some years since, sent R. M. Kellogg the first plants he ever had of the Arizona variety. This variety has run out here and is absolutely worthless. I trust the ones we get from you will do better."

This is a very interesting letter in view of the fact that, under the methods of selection and restriction followed upon the Kellogg farms, the Arizona has greatly improved during the nine years since the first plants were received by us. This is not an isolated instance, for we frequently hear from people who have secured plants of well-known and long-tested varieties from other nurseries that this is their experience. With us just the reverse is true. The Kellogg strains of plants grow better with the passing years, as reports from our customers show. It is a fact, established beyond all cavil, that strawberry plants, when given the treatment which all plants receive on the Kellogg farm,



A MINNESOTA FIELD OF KELLOGG'S THOROUGHbred PEDIGREE PLANTS

THIS scene is taken from a photograph of a portion of the field of Carl J. Piper of Kensington, Minnesota, and is another illustration of the high degree of success attained by growers of strawberries in the most northerly states. As fruit comes on in that section after Southern competition has entirely ceased, it virtually controls the market, and always commands high prices.

develop greater vitality and higher fruiting power, and in every way become more valuable to those who grow them. Among the most enthusiastic friends of the Arizona are our Pacific-coast customers who depend entirely upon us for their plants. The letter of Mr. Wagner is an unconscious tribute to Kellogg plants and the Kellogg way.

Experiences That Convince

ONE of the most cheering and pleasing circumstances attending our work is the steadily growing appreciation of our plants. The following letter is only one of a countless number, showing that where practical men use the Kellogg plants and follow the Kellogg way, they become convinced of the superiority of Thoroughbred Pedigree plants. The letter is from Wm. C. Clifton of Marengo, Indiana. He says:

"The Early Ozark and Texas strawberry plants I ordered from you this spring are even surpassing our highest expectations. At this early date the plants are far in advance of what common strawberry plants would be at maturity.

"If I could have been convinced that your plants would have done as they now are doing, my order would have been for many more plants than the number I ordered. I

now cannot help but say that such plants as your Thoroughbreds are bound to give results. "I have been studying 'Great Crops of



OUR PLANTS 109 DAYS AFTER SETTING

THE photograph from which this engraving was made was taken 109 days after the plants were set by W. H. Fisher of Blandinsville, Ill. Mr. Fisher writes that he lost only one plant out of the 700 set; that they are of the Senator Dunlap variety, and that everybody in town remarks upon the beauty of his strawberries. Good plants and good care bring results.

Strawberries' for some years past, and must say that I am a strict believer in the Kellogg



KELLOGG THOROUGHBREDS IN A PEACH ORCHARD

IN a letter received from Mrs. T. F. Turner of Utica, Illinois, enclosing the photograph from which the above illustration is made, she says: "This is a picture of my Thoroughbred Pedigree plants set in the spring of 1909 in my peach orchard. This is the fourth year I have grown Kellogg strawberry plants with grand results. The picture was taken September 27th, 1909."

methods. Such a system of work must, in the nature of things, take the place of previous methods of working the strawberry. I have worked in the berry business for several seasons past, and can plainly see where the breeding comes in as I look over our patch of Kellogg Thoroughbreds.

"WM. C. CLIFTON."

What One "Drummer" Did

PEOPLE in all walks of life are members of the great Kellogg Thoroughbred family, and it doesn't seem to make much difference what their occupation, they are always enthusiastic about the strawberry and their work. Edmond C. Tucker, a traveling representative of one of the great thread manufacturing companies, writes us as follows:

"It has been my pleasure to read the pages of your 'Great Crops of Strawberries.' Some of the testimonials of the big results obtained from your plants I confess I doubted, for they left a fish-story taste in my mind. Well, last year it became necessary to move a twelve-foot-square woodshed up close to my

house, and the spot it was moved from looked bare, for our back-yard garden is the place in which I get my recreation and rest when at home. On this plot I set out some of your plants—enough to cover the space; gave them the care suggested in your book, and say, the results were wonderful, for we surely did gather thirty-eight quarts of great big berries, the finest ever, from this little seemingly worthless spot. No josh about this story."

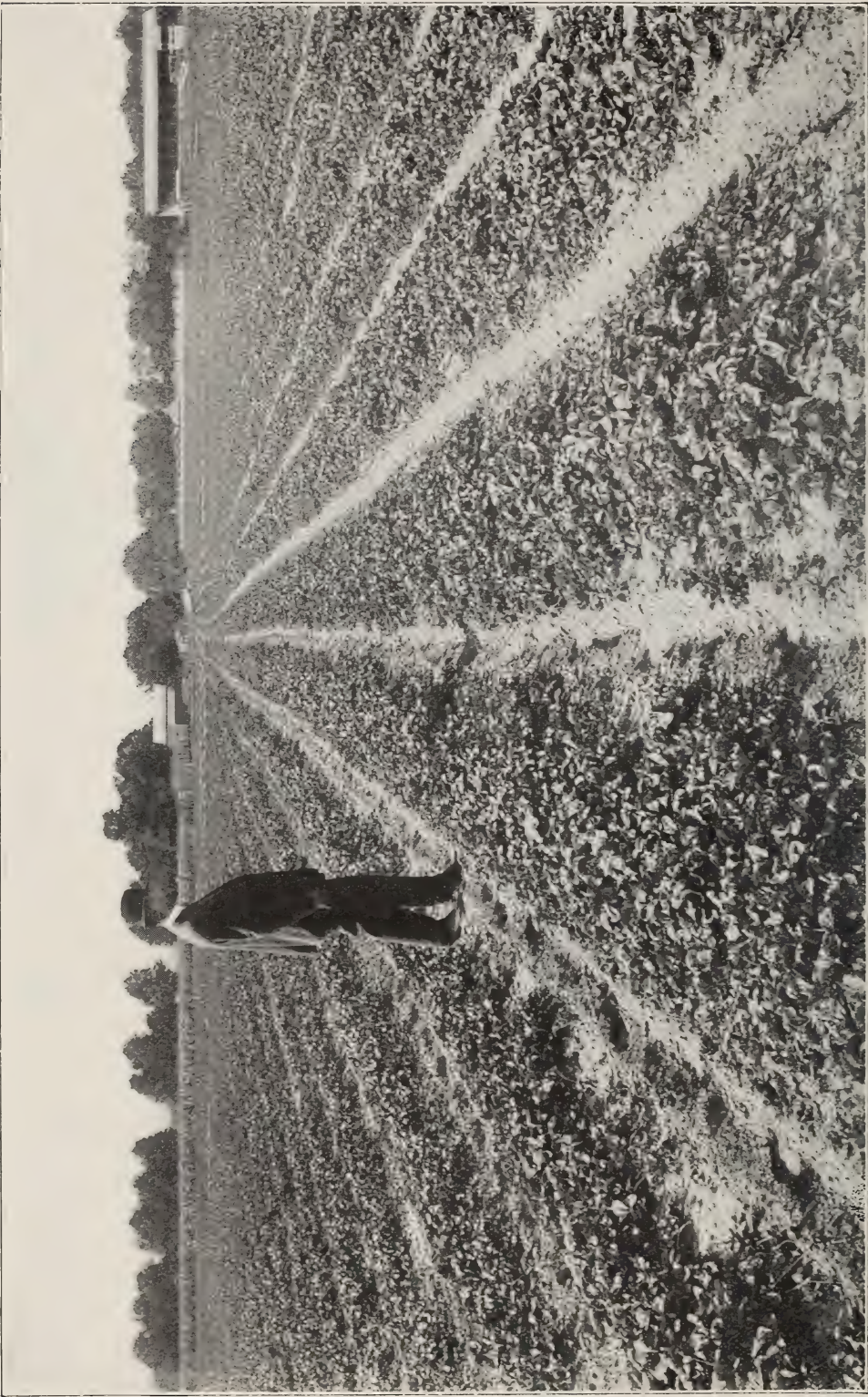
Reports on Varieties

WE are always glad to receive reports from our customers concerning the performance of varieties of plants purchased from us, and are especially indebted to W. H. C. Openshaw of Atco, New Jersey, for the following information:

"I cannot help writing to you to say how greatly I appreciate the habit of your new strawberry, the Early Ozark. To me it seems an ideal plant, the runners being extra strong, with short joints and set closely in the bed. The foliage is dark and leathery, and I believe will never rust or mildew. From one

GREAT CROPS OF STRAWBERRIES AND HOW TO GROW THEM

R. M. Kellogg Co., Three Rivers, Mich.



SECTION OF THE STRAWBERRY PLANT FIELDS OF R. M. KELLOGG COMPANY

THIS illustration shows a section of our strawberry plant fields as they appeared just after the last cultivation in the fall. Please note the deep furrow between the rows. This deep furrow is always made at our last cultivation, so that the water from heavy rains and melting snows shall be carried rapidly away from the plants. While this is a very beautiful and suggestive photograph, we wish it were possible for us to convey some idea of the extent of the area devoted each year on these farms to the growing of strawberry plants. No photographer's camera, however, can do this; and we, therefore, can show but a limited section of the fields, which are declared by visitors to be one of the greatest sights in the horticultural world.

R. M. Kellogg Co., Three Rivers, Mich.



SEVEN THOUSAND QUARTS PER ACRE DESPITE SERIOUS DROUTH

THIS illustration presents a view of a portion of O. J. Wigen's four-and-a-half-acre strawberry patch, composed of Kellogg's Thoroughbreds, at Wynndel, British Columbia. Mr. Wigen writes under date of August 28, 1910, that the drouth in that section of the continent was unprecedented, resulting in a yield of strawberries that reached only about 25 per cent of an average crop. "For my part, however," he says, "I had 60 per cent of a crop, or 1,300 24-quart crates from four and one-half acres." It is not to be wondered at that Mr. Wigen is an enthusiastic friend of Kellogg plants and follower of Kellogg's way.

berry that I allowed to mature I can see that the fruit will be as good as the plant.

"My Fendalls are doing well and making heaps of runners."

How to Find the Big Money-Makers

STRAWBERRY GROWERS who do not have a testing plot for the purpose of trying out the different varieties are making a costly mistake, because this is the only way they may definitely determine the true value of a variety. Every year many new varieties are being introduced, some of which are very valuable, and would not only increase the yield of berries, but would lengthen the season of fruiting as well. This also is true of many of the old and tried varieties. Of course we would not encourage any grower to discard the varieties which he has found profitable, but we do urge everyone who is aiming to secure highest results to establish a testing plot where he can each year test out those new varieties which give promise of becoming great fruiterers, as well as the older varieties which he never has tested under his particular conditions of soil and climate.

The cost of such a testing plot should not be figured as expense, because the fruit pro-

duced from the plot will more than cover all the outlay of money and time. And if you find one or two varieties out of those tested each season which prove to be more productive, or which give berries of better quality than those which you now are using as your leaders, the gain may not be estimated. Many progressive growers who have adopted this plan say that they attribute their success to the testing plot. The same growers say that the pleasure and enjoyment they get in a study of the different varieties as they develop, and in noting their varying peculiarities, are equalled in no other experience in the work.

The testing plot requires but very small space. Suppose you take fifty plants each of twelve varieties that you never before have grown, and that you make the rows three feet apart and set the plants two feet apart in the rows. This would require a space 36x100 feet only. Each row of each variety could be divided into four parts, one-fourth being grown in hills; one-fourth in single-hedge, one fourth in double-hedge, and still another fourth in matted rows. This method will give you an opportunity to determine the best system under which to grow each variety tested; and the varieties which

prove to be most productive and suit you best in every particular are the ones you naturally will select as your leaders.

Try it, and see if it does not prove to be the best investment you ever have made.

It's Quality, Not Size, That Counts

WE have always maintained that the size of a plant was no test of its vitality;

that it does not matter how small the plants may be provided it comes from a well-developed mother plant. In order that others might be convinced that this



Fig. 2. Dunlap plant photo Apr. 7, 1910



Fig. 1. Warfield plant photo Apr. 7, 1910

statement is correct, we went to our propagating beds April 7, 1910, and selected two of the smallest plants we could find on the farm; one Warfield and one Senator Dunlap, and had both of them photographed on that date. Figure 1 shows the Warfield; Figure 2, the Senator Dunlap, as these two plants appeared April 7, last. September 7, exactly five months to a day after the plants

were set, the same photographer made pictures of the same two plants. Figure 3 is the Warfield and Figure 4, the Senator Dun-



Fig. 3. Warfield plant photo Sept. 7, 1910, showing same plant as Fig. 1 after five months' growth.

lap plant, as they appeared September 7. Each of these plants had made four large, strong crowns, and had they been left undis-

turbed until frost, each plant certainly would have doubled the number of crowns, as they were growing most thriftily when we took



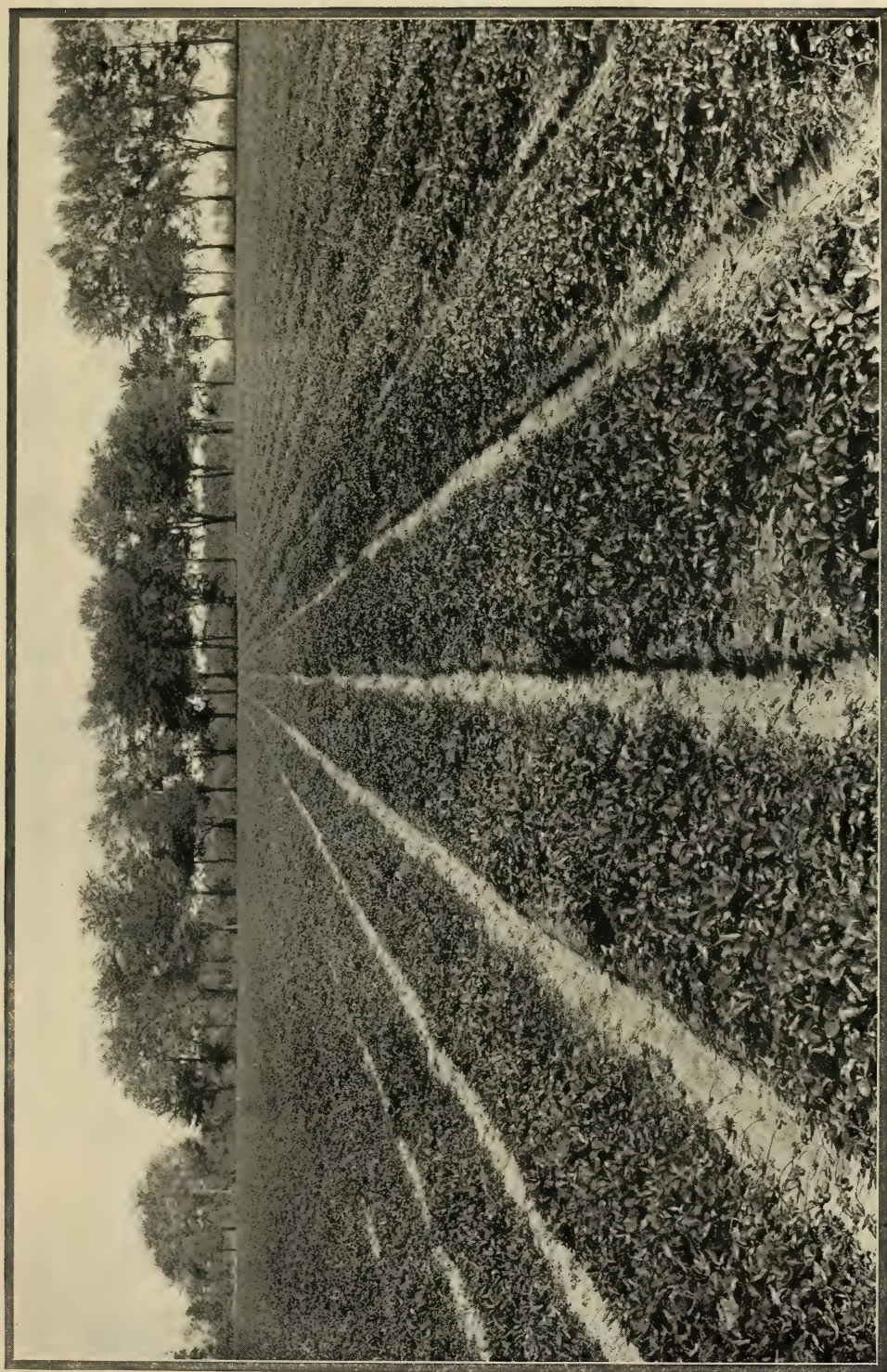
Fig. 4. Dunlap plant photo Sept. 7, 1910, showing same plant as Fig. 2 after five months' growth.

them up for photographing. These two plants received just the same care that was given to all of our other plants.

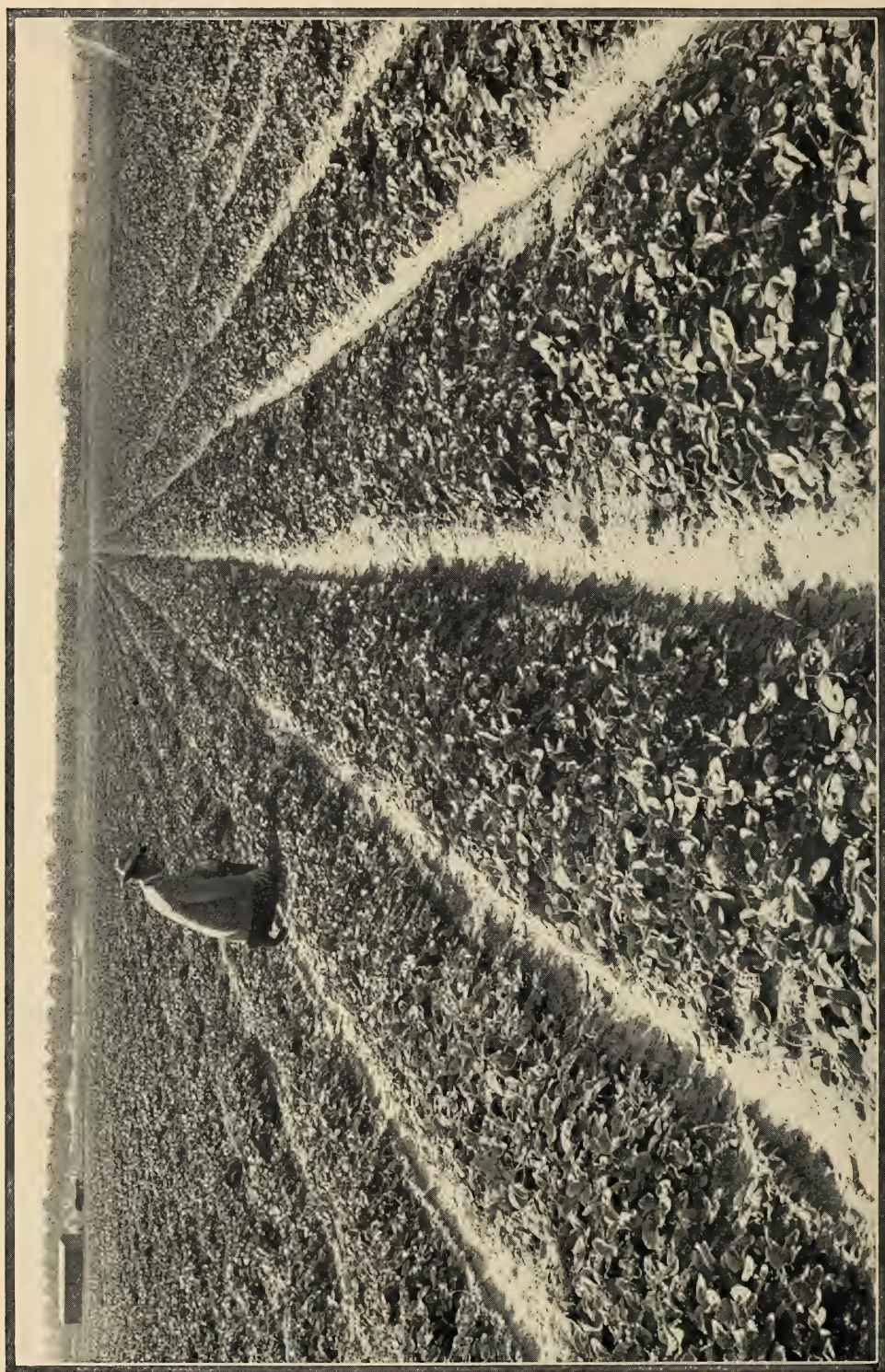
We think this illustration should convince any reasonable person of the truth of our contention that the size of the plant is not a matter of importance, so long as the plant is well bred, as are all Kellogg Thoroughbreds. It should be remembered that some varieties never make large plants in the propagating bed, for it is not their nature to do so. Every plant the Kellogg Company sends out is the progeny of a mother plant of highest fruiting quality, and will build up a large number of crowns and a heavy fruit-bud system when given proper care.

It is only fair to say that in removing plants shown in Figures 3 and 4 to have them photographed, fully one-third of the fibrous roots and practically all of the feeding roots, were left in the soil, as it is impossible to remove a plant at this sensitive stage of its growth and not break off a large per cent. of its roots.

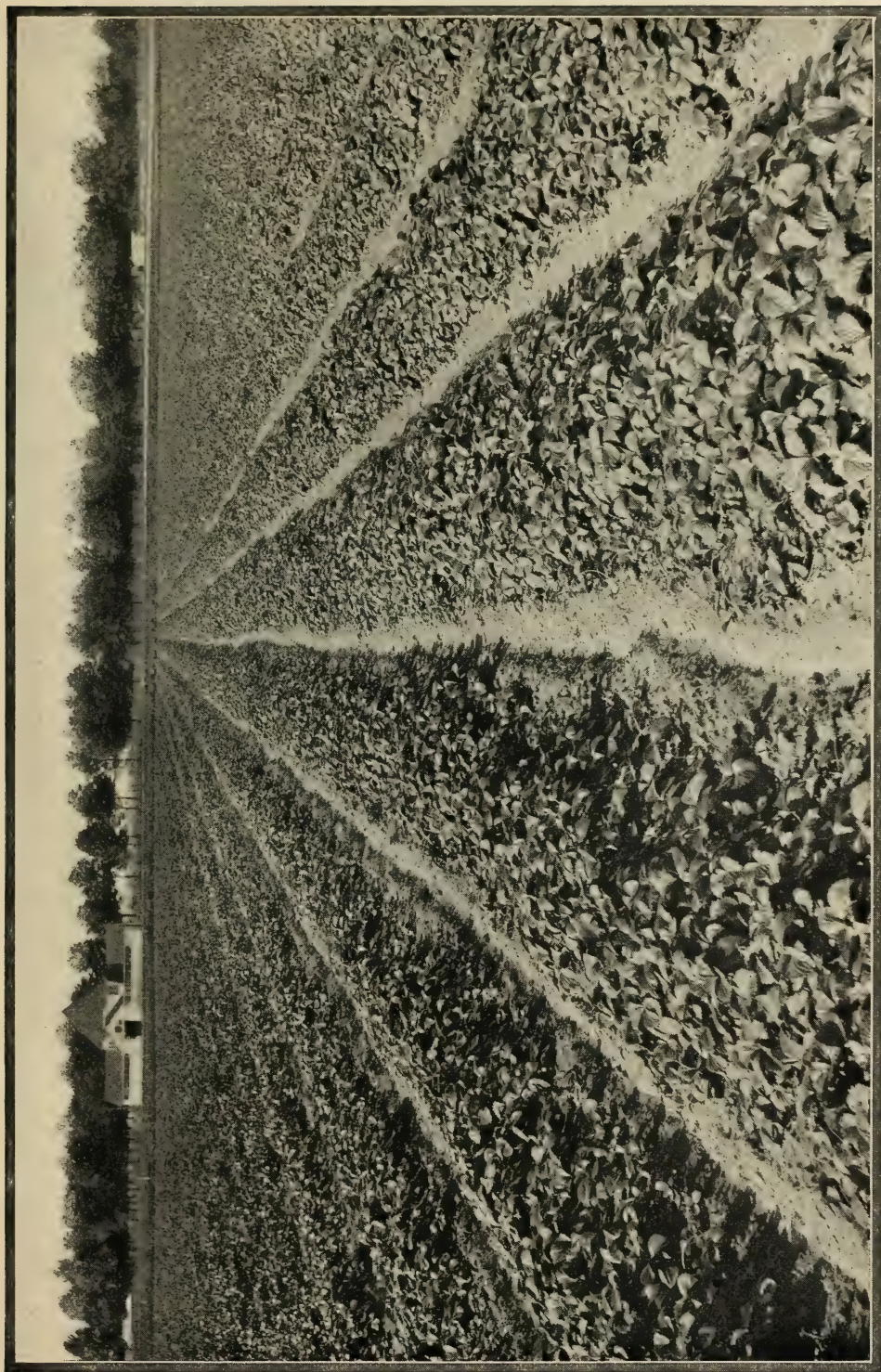
THE most gratifying evidence of the standing of the R. M. Kellogg Company in the world of scientific horticulture recently has come to hand. Under date of August 15, 1910, J. W. Clark of Le Claire, Iowa, writes us as follows: "I wrote both my State and United States Departments of Agriculture



A Block of Senator Dunlap Plants on the R. M. Kellogg Co.'s Farm. The World's Most Productive Strain of this Wonderful Variety.
Photo taken Oct. 15th, 1910.

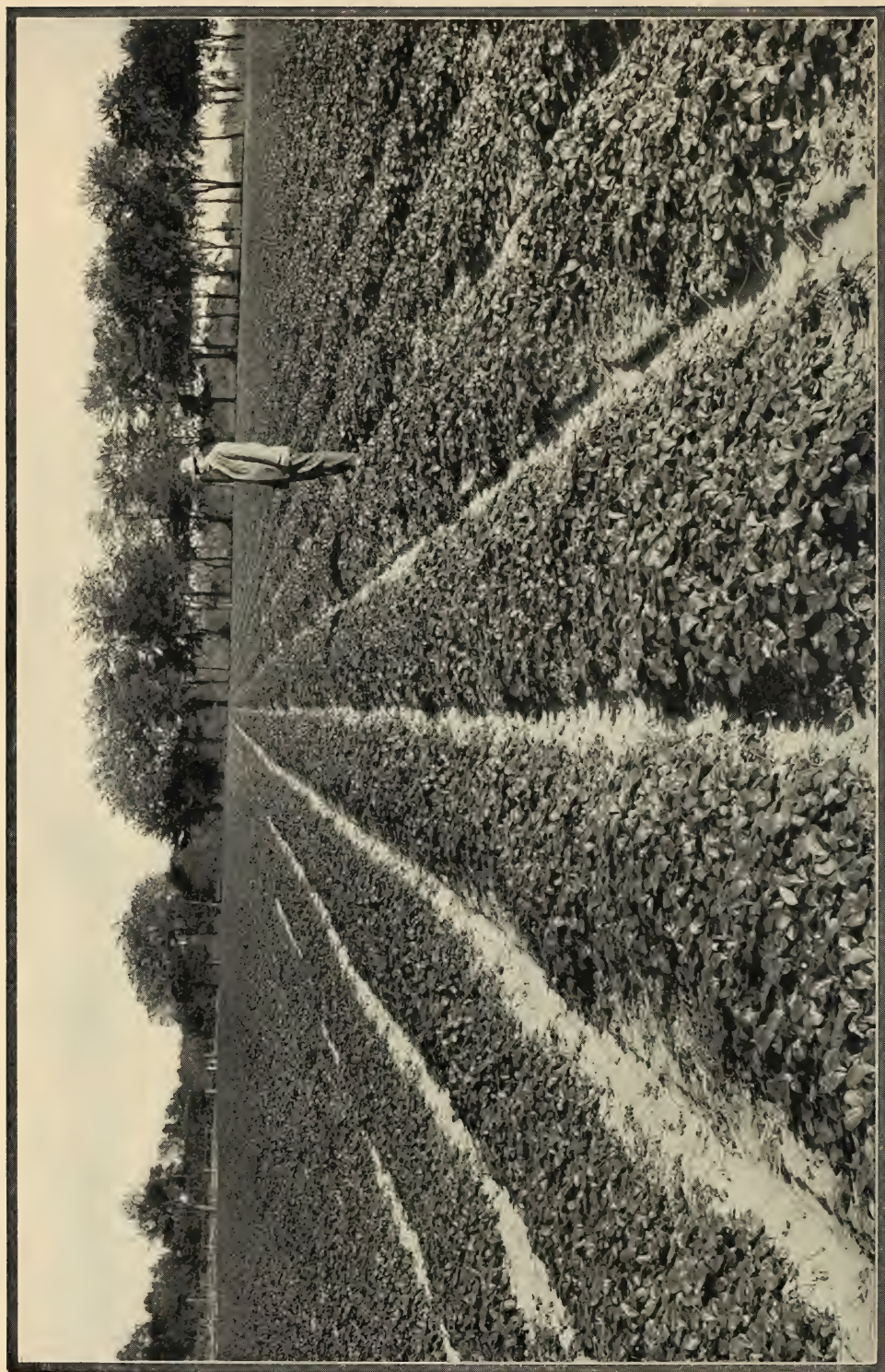


Thoroughbred Haverlands on R. M. Kellogg Co.'s Farm. Recognized by Growers everywhere as the Most Fruitful Strain of this variety ever developed.
Photo taken Oct. 15th, 1910.



R. M. Kellogg Co.'s field of their famous Fendall Plants. The Fendall has a record of more than 16,000 qts. per acre.

Photo taken Oct. 15th, 1910.



A Block of R. M. Kellogg Co.'s Heavy Fruiting Strain of Warfield Plants. They stand in the Front Rank as Great Money Makers.
Photo taken Oct. 15th, 1910.



KELLOGG THOROUGHBREDS AT TWIN FALLS, IDAHO

THIS illustration shows a block of our strawberry plants growing between young apple trees on the ranch of D. S. Spencer, general passenger agent of the Oregon Short Line Ry. The gentleman to the right is President Frank E. Beatty of the R. M. Kellogg Co., who spent several months in the summers of 1909 and 1910 in studying the soil and climatic conditions of the Inter-mountain and Pacific Coast states with a view to obtaining information at first hand as to best methods to follow to secure largest possible results in strawberry culture in those sections. He also has made two tours through the South as well as through the Eastern states with the same end in view, and has made a special study of irrigation as followed by the leading horticulturists of the West. It is through studies of this kind that this company is enabled to give practical advice to strawberry growers in all parts of the country. And it is always our pleasure to assist strawberry growers everywhere to win success.

regarding strawberry plants, and they both referred me to you. Will you please send me desired information?"

Nothing less than years of intelligent effort expended in a sincere attempt to improve and advance the interests of the strawberry world, and accompanied by business methods that are firmly founded upon the square deal, could have won for this company such a place as this letter reveals it to be our privilege to enjoy. It is our aim and untiring determination fully to merit the esteem in which we are held by those whose acquaintance with our work leads them to speak in such high terms concerning us.

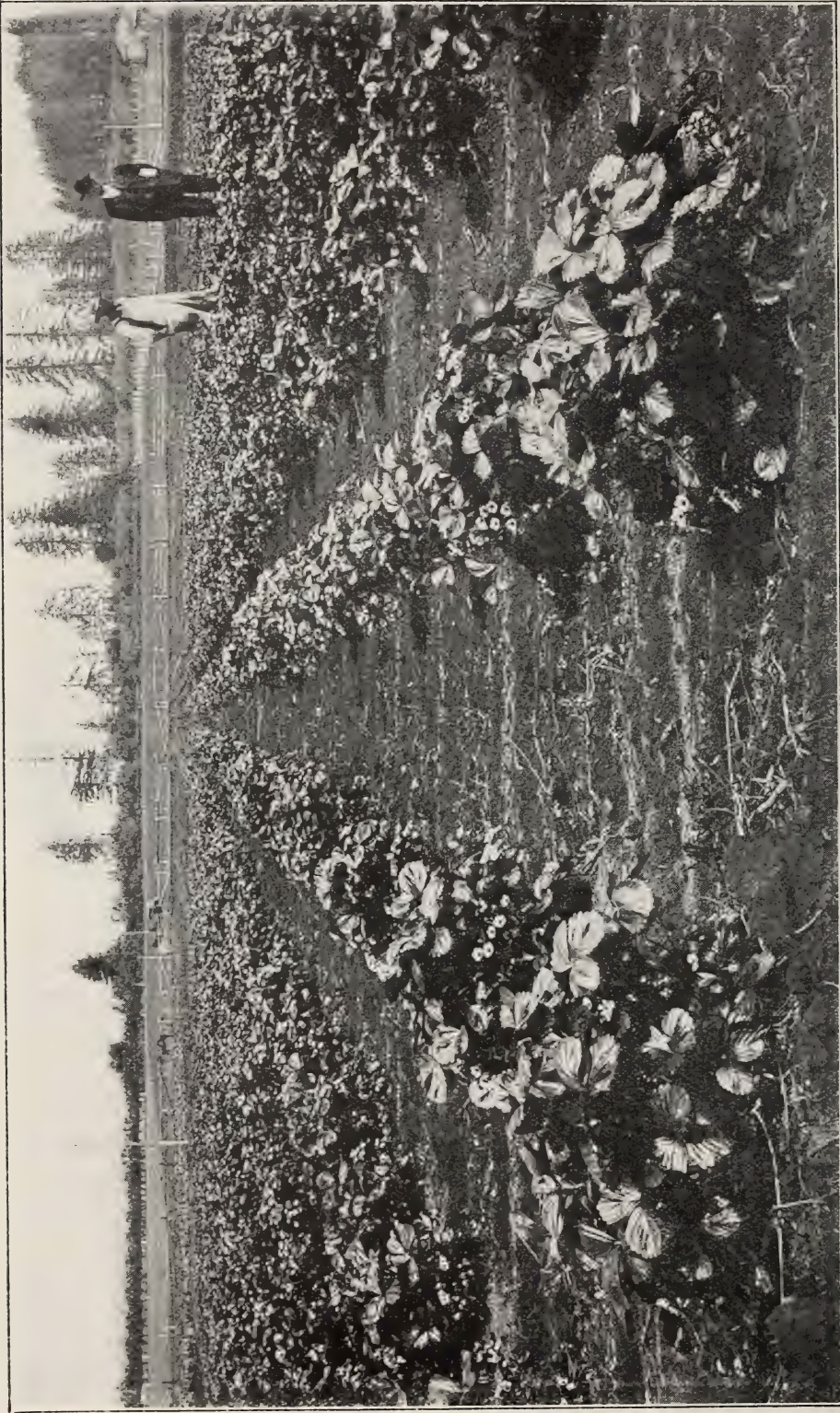
When to Set Out Plants

FROM the beginning of its existence the R. M. Kellogg Co. has been opposed to fall setting of plants for the very good reason that plants set at that time of year, particularly north of the Ohio river, never attain their full fruiting powers, while the risk of complete failure is very great. One by one the best growers in the North have come to see the matter in this light, and we welcome such opinions as those to which are frequently given expression by the scientific

men in the Agricultural Colleges whose experiments along so many lines are proving so important an aid to progressive agriculture in every direction.

Prof. W. J. Green of the Ohio Station is very emphatic on this point. He says: "The spring is the only safe time to set strawberry plants. Rarely is the weather suitable in August or September, and if set late in autumn in the Northern states the plants do not get established before winter." This is Kellogg doctrine stated in excellent form. We welcome this unbiased endorsement of our position on these two essential points from this eminent scientist.

And from one of the best known seedsmen of the country comes the following: "Always in August and September I get dozens of letters asking about fall setting of strawberries and asking for advice as to how to go about it to get a good patch started at this time of the year. My answer to all of them is to let the strawberries alone till spring. Fall setting may be all right in the South or East, but in the central part of the country I have never known of a successful case of fall setting for, even if part of the plants live, the patch is sure to be ragged



A. R. CUMMING'S FIELD OF STRAWBERRIES AT CANBY, OREGON

THE wonderful possibilities in strawberry growing in Oregon is suggested by the above view. Mr. Cummings is a thoroughgoing horticulturist, who finds highest delight in developing the best results possible in all lines of products of the soil. He is an enthusiastic believer in Kellogg's methods and grows our plants with remarkable success. He is an originator of many improved vegetable products, and although making no claim to be the Burbank of Oregon, has done much to advance higher agricultural interests in his state along the lines of the California wizard. That he is destined to make a distinguished success as a grower of fancy strawberries for market no one who sees this fine illustration will doubt.



MRS. WILL OLIVER'S FIELD OF THOROUGHbred PEDIGREE STRAWBERRY PLANTS AT MONONA, IOWA

UNDER date of September 10, 1910, Mrs. Oliver writes us as follows: "The thousand Thoroughbred Pedigree strawberry plants I bought of you are fine. Fruitmen from a great many places have come to see them, and all of them unite in declaring my field the finest they ever have seen. R. W. Randall, an old strawberry grower, who would rather work in strawberries than do anything else, says they are the finest plants he ever saw. The thousand plants which we bought in 1908 gave me 2,000 quarts of berries this season, although we had two weeks of hard freezing weather at blooming time, the mercury falling as low as nineteen degrees below zero. I wish to thank you for the very fine selection of strawberry plants you made for me."

and spotted and a disappointment as long as it stands. My advice would be to wait until spring, say April, and set the plants then. Keep them growing then all summer, and the next season you will have a strawberry patch to be proud of."

Strawberry Success in Michigan

ONE of the most interesting movements intended to develop the resources of a large section of country is that now going forward under the direction of the Western Michigan Development Company. This corporation is composed of a large number of citizens of several counties composing the north-western section of the lower peninsula of Michigan, and the splendid work this company is doing doubtless will result in transforming the pine and hard-wood barrens of that section into one vast garden of fruits and flowers. One of the pushing men who stand behind this movement is C. N. Russell of Manistee, Mich. For several years Mr. Russell has been a grower of Kellogg Thoroughbred Pedigree strawberries, his favorite variety being the Dornan. Under

date of October 21, 1909, Mr. Russell wrote us as follows:

"I take pleasure in writing you regarding results secured from Kellogg strawberry plants in this latitude. I am giving you below the figures on almost one acre of berries. Nearly all of the plants used came from R. M. Kellogg Co. and were perfectly satisfactory in every particular. I make a specialty of large late berries. My berries are crated when packed, each berry being carefully laid by hand in a dry-measure basket, and the berries are picked with a good long stem left on them. I shipped berries the past season that netted me \$3.50 per case of 16 quarts, running from 18 to 24 berries to each quart basket. As to cash results, would say that the first crop grown from these plants yielded me \$485.00 in cash, and the second crop \$528.00, making a total yield of \$1,013.00 for the two seasons.

"The excellent shipping facilities which this particular locality enjoys make it possible for me to put my berries on any of the large markets in this section of the country within twenty-four hours of the time they are picked. Allow me in closing to congrat-



THREE HEAPS OF THOROUGHBREDS--STRAWBERRIES THAT SUCCEEDED WHERE ALL OTHER FRUITS FAILED

THESE beautiful strawberries were grown by D. T. Zimmerman, of Stoyestown, Penna., in 1910. The group at the left hand, looking at the picture, is composed of Stevens' Late Champions, the central group is of Clydes, and the right hand group Glen Marys. Mr. Zimmerman, in his letter accompanying the photograph, says: "The berries shown here are not full size, as I could not get a photograph made here that would show full size. The fruit was very large, many of the Glen Marys really being as large as fairly good-sized apples. I had no trouble in selling my fruit. My best day's picking was something more than 500 quarts—a pretty big day's yield for less than an acre of strawberry plants, I think. One person picked 125 quarts that day. I consider that I had an extra-good crop, in view of the fact that all of the early bloom were frozen. We had many severe frosts and all my other fruit froze—apples, peaches, cherries, plums, grapes; all were a total loss, and the one crop I had was my strawberries. I surely must thank you for the instructions given in your book. I am confident now that I could make fine returns from strawberry growing. I have grown grapes by the ton, but when one can pick and ship \$57.60 worth of strawberries from as small a patch as mine in one day—strawberry growing looks good to me."

ulate you on your merited success in propagating the plants which produced the 'big red berries.'"

Couldn't Kill the Plants

A MOST remarkable experience as indicating the tenacity to life of the Kellogg Thoroughbred plants is related in the following letter from A. L. Barnhardt, who wrote us from Yahk, B. C., Canada, under date of February 22, describing that experience. He says:

"Enclosed you will find an order for 400 of your plants. Last year I ordered the same number, and although they were not a glowing success, I do not blame the plants. Instead, I am surprised at their wonderful vitality and thrifty growth. The first reason for their partial failure was the Express company requiring thirteen days to forward them over a four-day route. Yet, in spite of their long journey, *every* plant was living, and nearly all had sent out new roots. The second reason was the prolonged drought of last year which would have killed any but 'Thoroughbreds;' and the third reason, was that the wild deer got into my garden while I was absent and succeeded in decrowning 300 out of my 400 plants and trampled the remainder out of all recognition. But to prove that the Kellogg Company do not over-rate the breed of their plants, 100 of these dilapidated products of nature revived and went into the winter beautifully. Stocky plants without a suggestion of their sad past! If that was not a test and a result that would set a man thinking—well, I'm from Missouri—that's all! Next year I hope to set a couple of acres to strawberry plants and they will be Kellogg's Thoroughbreds or none."

Such an experience as this, the report of which comes to us voluntarily, is very gratifying. It is a complete confirmation of the claims we make concerning



F. E. BEATTY'S HOME GARDEN

IN this garden fifteen varieties of strawberries are growing. This picture suggests how very beautiful a family garden may be made by observing a little care. This piece of ground by actual measurement is 3 x 17 rods, and it contains a complete assortment of vegetables, several kinds of bush fruits, grapes, plums, cherries, and young apple trees, besides many beautiful varieties of roses grown as a border. A well-kept garden such as this not only adds cash value to a home, but affords untold pleasure and fresh fruit and vegetables in abundance. The enjoyment derived from this kind of work is entirely beyond estimate.

the high vitality of our plants, and certainly must be reassuring to those who have not had opportunity to test our Thoroughbreds on their own account. We may say in this connection that we never have grown plants of higher quality than those we offer to our patrons this season.

Send Us Photographs

WE should like to have you send us a clean clear-cut photograph of your strawberry field or patch, no matter how large or how small the area. We should like also some statement of your success with strawberry plants to accompany photograph, and to have the view represent the plants when growing. Our purpose is to make a selection from the very best photographs of our Thoroughbred strawberry plants as grown by patrons for our 1912 book. Pho-

tograph should be in our hands not later than July 15, 1911.

Kellogg's Fruit the Finest

LAST year you sent me 200 plants consisting of eight different varieties," writes

Mrs. J. Charles Wilson of Belchertown, Massachusetts, June 24, 1910, "and I transplanted them myself in May, 1909. Now the vines are loaded with fruit and the berries are the very largest, handsomest and finest I have ever had, and I have eaten berries from Maine to California. Everyone who has eaten or seen them says they are unsurpassed. The varieties were: Pride of Michigan, Glen Mary, Wm. Belt, Senator Dunlap, Enormous, Brandywine, Wolverton, and, I think, Gandy. Each variety has its own distinct flavor and I find it rather hard to choose a favorite, and hope to try all of your varieties some day."

The Helen Davis Strawberry

The Latest Origination in the Strawberry World--a Variety
Destined to Surpass All Others of Its Season

WE have tested nearly two hundred varieties of strawberries, but Helen Davis is the first that combines so many excellent qualities as to induce us to pay \$100.00 for 200 plants. We have tested it thoroughly on light sandy soil and on clay loam, and the originator of this variety, Geo. W. Davis, of Brazil, Ind.,

The berries of Helen Davis are exceedingly large, many of them averaging as large as medium-sized hens' eggs. In form they represent two distinct types as shown on the opposite page, and the fruit has the smoothest surface of any variety we know. In color it is a

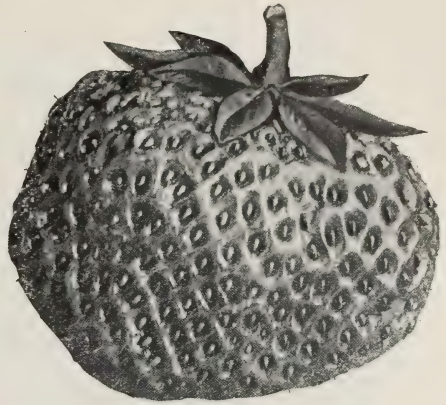


has grown it with highest success on clay soil. In all soils thus far tested, it has done so well as to prove it to be without particular preference as to soil.

subdued crimson and the color extends from center to circumference. The flavor of this variety is like no other strawberry, and is delicate and delicious. The velvet quality of the meat gives to the Helen Davis a distinction

A DISH OF HELEN DAVIS

WE thought so much of Helen Davis, after making a thorough test of its qualities in our own breeding beds, that we paid \$100.00 for 200 plants of this wonderful variety. Never before had we thought it possible to develop so many points of excellence to such a high degree in any single variety as we have found to exist in the Helen Davis: 1, wonderfully productive in any soil; 2, produces the largest berries we ever have seen; 3, beautiful in color, perfect in form, unexcelled in flavor; 4, strong in foliage; 5, a powerful pollenizer; starts fruiting early and continues throughout the entire strawberry season. A trial of this variety will convince any grower that we have rather understated the facts regarding this berry, which is destined to lead all varieties of its season. You cannot afford to let this opportunity pass to secure the world's winning strawberry.



Helen Davis, B. (Male)

EARLY TO LATE. Bisexual. We show here-with two photo-engravings of this extraordinary variety to illustrate the two distinct types of fruit it produces. About three-fourths of the berries are of the top-shape, or perfect strawberry type, as shown at the left; the remainder are of the broad and less regular form as shown in the engraving at the right. Both forms are beautiful and present a very attractive appearance when packed together in the box. In color the fruit is a delicate subdued crimson, which extends throughout the berry. The seeds are so deeply imbedded in the flesh as to be almost invisible. In fla-

vor the berries are in a class by themselves, its remarkable velvet quality giving to this variety a distinction all its own. Helen Davis has a well-developed bloom and is a very strong pollinizer. The foliage is light green and very large, and droops over the fruit so that every berry is protected from the sun's hot rays; although not so heavy as to prevent sufficient sun and light to insure the perfect and even coloring of the fruit. In productiveness it surpasses all other varieties we ever have known, and it is not particular as to soils. We hope that no customer will fail to give this variety a fair trial in 1911.

absolutely its own. When it comes to productiveness, no other variety ever developed can outyield it, and its capacity for endurance under trying circumstances shows it to be a marvel of vitality. In the spring of 1910, while this variety was blooming, we had frosts every night for ten consecutive nights, and during this period rain fell in torrents. But in spite of all unfavorable weather conditions, the Helen Davis gave us a big crop of perfectly smooth berries.

This variety has a very strong fruiting stem and the large berries grow in clusters. More fruiting stems are sent out from a single hill than we have ever seen produced by any other variety. The berry holds up well after picking, and the calyx remains green and bright, indicating that it is to become a prime favorite with commercial strawberry growers.

In a letter written us by the originator June 29, 1910, Mr. Davis says:

In regard to the fruiting qualities of the Helen Davis strawberry, will say that it matures a larger crop of perfectly formed berries than any other bisexual variety I ever have seen. After going through the last season of record-breaking weather, in which snow, frost, and cloudy weather predominated throughout the blooming period, it bore a fine crop of perfectly formed berries, while other varieties in the same field were very irregular in shape and scant in yield. I have fruited

the Helen Davis for five years and I like it better every year.

One of the best qualities of Helen Davis is the perfect smoothness of the berries; I never have seen any knotty berries grown by this variety. I have tested at least fifty other varieties, and never have seen it surpassed in yield of perfect fruit, and the quality is excellent.

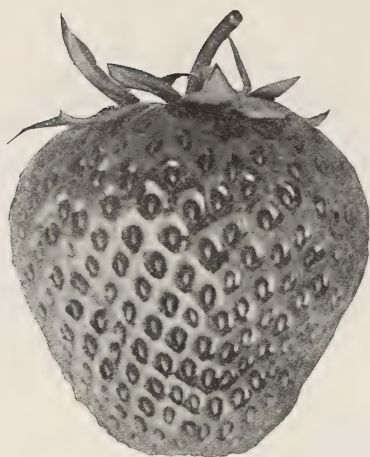
As to the healthfulness of the plant, will say that I never have seen its equal in that regard. Never have I seen a sign of disease on it since its origination here. I have single plants which I transplanted last December that at this time a bushel basket will not cover.

The runners are the easiest to manage of any plants I have grown—big, healthy runner wires just the right length. Comparing the Helen Davis with other varieties grown about me, I can say that while this has been a bad year on fruits of all kinds, I am very well pleased with my returns from Helen Davis. Other strawberry growers in this county have scarcely any berries, while mine did very well, netting me very close to \$300.00 per acre in the most trying season I ever have experienced. I am still picking some strawberries and the vines will continue to bear until July 4th.

Brazil, Indiana.

GEO. W. DAVIS.

Such an experience, covering five full seasons, is certainly a guarantee of the extraordinary value of this variety. We are indeed proud to have the exclusive sale of this great strawberry, and considering the price we paid for our original stock of plants and the price always asked by introducers of new varieties, we feel that we are giving our



Early Ozark, B. (Male)

EXTRA EARLY. Bisexual. The reputation of Early Ozark as one of the earliest varieties ever originated increases as the public becomes acquainted with its merits in that regard. But extra-earliness is not its only virtue, for in size and flavor it ranks with varieties of any of the seasons. Early Ozark is a cross of Excelsior and Aroma, and combines the excellent characteristics so pronounced in the case of both of these varieties. It has the Excelsior's earliness with the sweetness of Aroma, which makes a very unusual and valuable combination. It is a staminate, unusually strong in pollen, and therefore excellent for mating purposes; very productive and of firm texture, its qualities as a yielder and shipper make it popular with commercial growers. Although of comparatively recent origination, it already has taken a place in the front ranks of the extra-early varieties. We advise our friends to secure a sufficient number of the plants of the Early Ozark to give it a thorough test.



Michel's Early, B. (Male)

EXTRA EARLY. Bisexual. One of the oldest varieties now in general cultivation and of universal popularity. Its fruit is of medium size, and the berries are crimson, evenly colored; there is some variation in the form of the fruit, some of the berries being top-shaped, and others being round—a difference that only adds to their beauty when attractively packed in boxes. The flavor of the variety is rich and mild, and the meat is a deep pink. The seeds are light brown, with the exception of those on the tip end, which latter are bright yellow. As a shipper Michel's Early is excelled by few varieties. The calyx is of medium size and stands out straight; foliage is tall, light green in color and has rather long leaves. As a runner maker, this variety is famous, and while this prevents the development of a large plant in the propagating bed, the plants are notable for their great yields of fruit. It is a strong pollenizer. This is our twentieth year of selection and restriction of this variety.

friends a fine opportunity to test Helen Davis at very small cost. We therefore hope that all may give the Helen Davis a generous trial this season.

Our Plants Succeed Everywhere

THE strawberry plants propagated in our nurseries are universally successful. From the Gulf of Mexico to the borders of Alaska letters come to us telling of the splendid results secured from them by our customers. We quote here brief extracts from some of the great numbers of letters we receive from those who, with gratitude and good-will in their hearts, have written us of their experiences; and these letters we have arranged by states and provinces in alphabetical order:

Alabama

Eutaw, March 23, 1910. "The strawberry plants I ordered from you last year are blooming now, and I never saw such vines. I am showing some doubting friends, who ridicule spring planting, just what your plants do when set in the spring."
MISS KATE ALEXANDER.

Lacon, May 16, 1910. "The strawberry plants you shipped me in 1908 have behaved so nicely that I am in the market for more plants next season. My little patch has been a wonder,

and has attracted more attention from passers-by than any other in the county."
L. J. WILHITE.

Arkansas

Siloam Springs, June 6, 1910. "The best small investment I ever made was when I got those 500 strawberry plants from you. They are the finest plants of their age I ever saw. They were shipped in March, and now (June 6) the Senator Dunlap has 160 new plants from runners, and the others nearly as many. The plants are so thrifty they look as though they had been set a year ago."
D. M. CLUTE.

California

Rio Vista, April 7, 1910. "The strawberry plants you shipped me arrived in fine condition the fourth day after they left your hands. Have them all set out and they are looking well."
MRS. J. R. BRANN.

Chico, April 1, 1910. "Strawberry plants received in fine condition. Set them out three days ago. At present every plant appears to be alive and growing."
W. W. CARTER.

Hanford, April 7, 1910. "Received the strawberry plants March 28, and set them out next morning. Every plant is growing finely."
MRS. G. L. FLETCHER.

Sacramento, April 2, 1910. "I received the plants in good condition, and they are the finest looking strawberry plants I ever saw."
W. W. THEOBOLD.

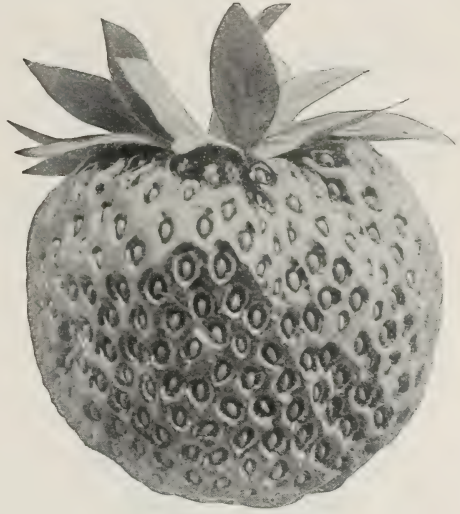
Calistoga, Jan. 17, 1910. "I have used your plants exclusively for eight years, and always have found them true to

R. M. Kellogg Co., Three Rivers, Mich.



Climax, B. (Male)

EXTRA EARLY. Bisexual. Climax is one of the most beautiful berries ever originated. In form it is of the perfect strawberry type; in color a rich dark red with a glossy surface. The fruit commands instant attention when displayed in the market. The flesh is firm, rich in flavor and juicy—qualities that have made it the favorite berry in many sections. To its beauty and productiveness are added the essential qualities of a standard shipper, which make it popular with the commercial grower, and its fine appearance makes it peculiarly attractive for the family garden. The calyx is small for so large a berry; the plant grows tall and stands erect. This is the seventh year we have had Climax under our system of breeding and selection.



Excelsior, B. (Male)

EXTRA EARLY. Bisexual. Excelsior is a rich dark-red berry of medium size, round in form, with small dark seeds which give them a bright appearance as they hang upon the vines, which is in no wise lessened when packed in the box. The green calyx of this variety makes a fine contrast with the fruit. The meat is rich and red, somewhat lighter than the outer surface, and is of solid texture, with a rather tart, though delicious flavor. As a shipper it has few equals, and therefore it is one of the most popular berries grown in the South by those who ship fruit in car-load lots to Northern markets. Its bright color is retained for days after being picked. Such a combination of qualities makes this variety one of the most popular, and it is in steadily increasing demand. This is the fifteenth year this variety has been under our system of breeding.

name and heavy producers. In 1906 I purchased of you some 12,000 plants, mostly Brandywine, and they have returned on an average each year \$700 to the acre."

M. O. BARTHOLOMEW.

San Bernardino, Jan. 17, 1910. "I have grown your plants in single-hill method, both here and in Nebraska, and my plants in both states have reached a total width of twenty-two inches across."

KAVAN NURSERIES.

Colorado

Bennett, April 10, 1910. "I received my plants all O. K. They are all fine. Will do my best with them."

S. J. HOOKER.

Canon City, April 28, 1910. "The strawberry plants I received of you came in fine shape and are splendid plants. Am well pleased with them."

A. A. GEBHARDT.

Graceland, April 20, 1910. "The strawberry plants arrived all O. K."

MRS. WALTER SEELEY.

Connecticut

New Haven, April 23, 1910. "The strawberry plants arrived safe and sound, and I find them in good shape. I thank you very much for them."

MARTIN NAVIN, JR.

Norwich, April 8, 1910. "Plants received April 4, set out the 5th. The nicest plants I ever saw."

G. J. KINGSLEY.

Bridgeport, April 23, 1910. "I received the strawberry plants in fine condition this morning. They looked to be very fine plants and I don't see how I can help but have good luck

with them. I certainly shall recommend your plants to all my friends."

J. H. REID.

Florida

Riverdale, April 5, 1910. "The strawberry plants arrived safely and in fine shape. They were set out the day following their arrival, and now after a few days, every plant is alive and doing well."

MRS. L. B. KUHN.

Houston, April 27, 1910. "I am more than proud of the plants you sent me this season. They all arrived in fine condition, and I am now just setting out the last order. They are simply so fine that I must stop the setting of them to write you about them, and to say that I shall want a larger order next season."

B. E. HEATLY.

Idaho

Mountain Home, May 4, 1910. "The 500 plants you sent me are received in good condition. When I want more plants you will hear from me."

C. A. RATHBUN.

Idaho City, April 25, 1910. "The plants I received from you were very fine, for which please accept thanks."

NATE M. GARDNER.

Moscow, Dec. 5, 1909. "I purchased 1000 plants of you three years ago while residing at Uniontown, Wash. From the thousand plants I sold 110 gallons of berries, and we used so many ourselves that I am positive there were 150 gallons on the vines. I want more of your plants to set out at my new home here."

MRS. JOHN MARLATT.

Rexburg, April 5, 1910. "Plants arrived today and have just got through heeling them in. Well, sir, shake hands!



Texas, B. (Male)

EXTRA EARLY. Bisexual. This is a universal favorite and is grown with success in every state in the Union. Its popularity rests upon a number of qualities. It is one of the most attractive berries when placed upon the market: it produces very large crops of glossy crimson fruit, the berries having dark-red cheeks shaded down on the under side to a rich cream. To these fine color effects are added the bright yellow seeds, which, together with the bright-green calyx, complete a color combination of rare beauty. As a shipper the Texas is excelled by few varieties, and its fine firm meat, after days of travel retains its rich juiciness. In flavor it is somewhat tart. We have had Texas in our breeding bed for nine years, and we can recommend it as a berry of highest quality. The growing demand for Texas reflects a steadily increasing popularity.

I wish I could shake your hand, but we are too far apart. Plants arrived in splendid condition. They are beauties—finest I ever saw.”

C. O. HANSEN.

Indiana

Inglefield, April 4, 1910. “The strawberry plants ordered from you are here and are in good shape. You had them packed so well that they are not wilted in the least.”

JOHN W. KRUTZ.

Martinsburg, April 5, 1910. “Plants received in fine condition. If they don’t grow no blame can attach to you.”

I. O. GRIMES.

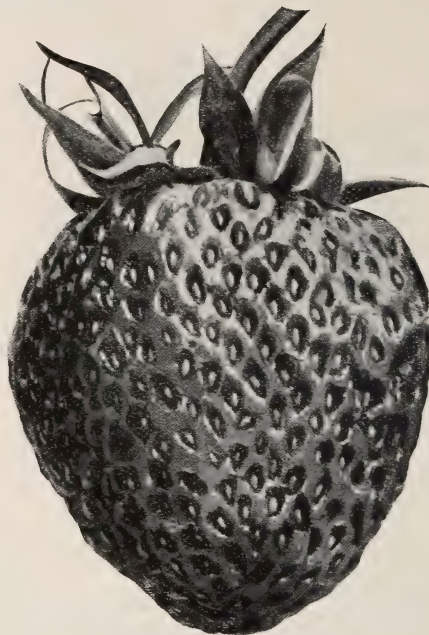
Columbus, May 21, 1910. “My plants were received this morning, and while I have set out thousands of plants, I think these have the finest roots of any I ever saw.”

JESSE MOORE.

Raub, May 5, 1910. “The strawberry plants you sent me were the nicest I ever saw. I think it really remarkable, for not a single plant has died—every one large and healthy. I cannot speak too highly of the Kellogg plants.”

E. WILHITE.

Lafayette, April 6, 1910. “I am greatly delighted with the plants you sent me April 3. They arrived in good condition. I have bought plants from others, but never had any such as



Virginia, P. (Female)

EXTRA EARLY. Pistillate. This is the fourth year we have been breeding this extraordinary variety, and reports from the field have fully justified the highest claims made for this remarkable extra-early pistillate. In our testing plot they have shown themselves to be among the greatest of producing varieties. In size the berry of the Virginia ranks among the largest; in form it is bell-shaped, and few varieties are so uniformly alike as the Virginia. In color it ranges between crimson and scarlet and is identically the same shade throughout. The flavor of the Virginia is rich and tart. As a yielder we can report one grower as having produced 12,000 quarts from a single acre. The plant is extra large, bright green in color, stands very high, and its stems are so large and strong that the fruit is held well up from the ground. The plant is a deep rooter, and this, together with its mass of dense foliage, insures it against the most extended drouth. When set with Longfellow or Heritage, Virginia will be perfectly fertilized. This variety succeeds under practically all conditions of soil and climate.

yours—such long roots and so healthy in every way. Every plant is living.”

FOREST SCHEUPBACH.

Scipio, Jan. 2, 1910. “The 3000 Senator Dunlap plants bought of you last year made a wonderful growth last summer and I am well pleased with the results.”

EVERETT HERRING.

Centerville, April 7, 1910. “Received the 300 plants O. K., which you sent me a few days ago. They are extra-fine.”

ROSCOE ROBERTS.

Illinois

Momence, Feb. 1, 1910. “In 1908 I ordered 300 plants of you and last year picked and sold 250 quarts, besides what we used ourselves.”

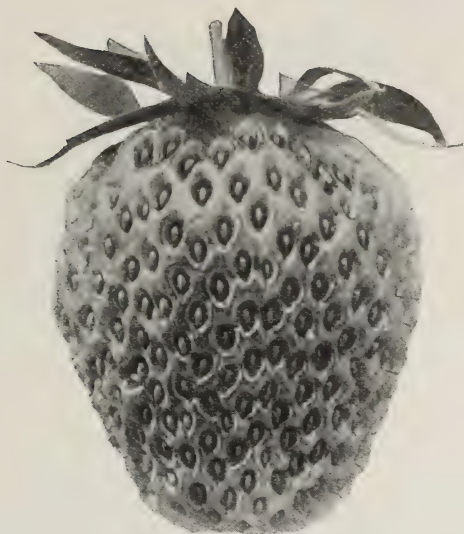
M. E. CANTWAY.

Richview, April 26, 1910. “The plants I bought of you came in good shape. They were as fine as any plants I ever saw. Did not lose one of them.”

C. YOUNG.

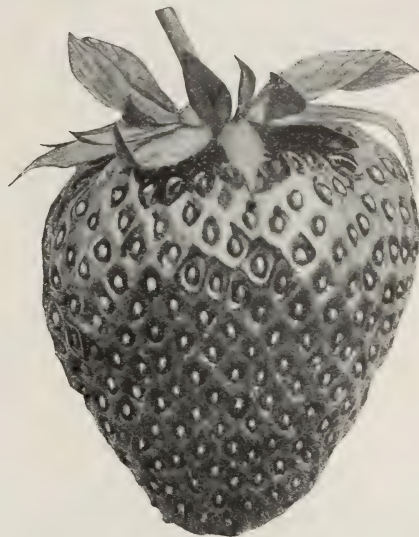
Elburn, Jan. 29, 1910. “Considering my inexperience, I think I did well last year in selling \$125 worth of strawberries

R. M. Kellogg Co., Three Rivers, Mich.



August Luther, B. (Male)

EXTRA EARLY. Bisexual. August Luther is a medium-large, bright-colored berry, round and full at the calyx, tapering to an obtuse point, with prominent seeds of rich yellow, shining like gold upon the bright-red surface. The meat is of a wine color, growing lighter as it approaches the center, and is very fine grained and of mild and delicate flavor. It is considered one of the sweetest of the extra-early varieties. It is a very productive variety, and is popular in both the commercial field and the family garden. The shipper likes it especially well because of its enduring qualities. It is perhaps the most popular early variety on the Pacific coast, where it has won high distinction as a yielder, one customer reporting the sale of \$1,500.00 worth of August Luther berries from a single acre in one season. We have been breeding this variety for twelve years and can heartily recommend it.



Warfield, P. (Female)

EARLY. Pistillate. This is the twenty-fourth year we have offered this wonderful pistillate variety to our patrons, and the highest recommendation that can be paid to any variety which has so long stood the test of time, is the fact that each year we are compelled to increase the area devoted to its production. It has always ranked No. 1 among the varieties particularly adapted to canning, and during the season of 1910, we made canning tests with this variety, the results of which fully justified every statement made in that regard concerning Warfield. The fruit retains after canning its fine rich redness, and its delicious flavor is perhaps superior to any other variety. Warfield combines with beauty extraordinary productiveness. In size it is large and in form ideal. Its exterior is a glossy red and the flesh remains dark red to the center. The berry is very juicy and deliciously tart. Its yield of fruit is enormous and as a shipper it has no superior. Its fruiting season is exceedingly long, and there is remarkable uniformity in quality in early and late yields.

from 2000 of your plants grown on less than one-third of an acre of ground. We had very beautiful berries."

CHAS. G. WESTHOLM.

Stanford, April 9, 1910. "The strawberry plants have arrived all O. K., on time and in fine condition. They are greatly admired by everybody who has seen them."

WM. DARNALL.

Paris, April 13, 1910. "Received your plants all O. K., and my friends are admiring them as much as I do. I set them according to your instructions and I am sure of success."

W. T. HOWLETT.

Gooding's Grove, April 19, 1910. "I received the strawberry plants all right and in good condition. We have had plants from you for a number of years, and always have had good success with them. Last year I raised the best berries grown in this section."

MRS. BETSEY AUSTIN.

Hanover, Jan. 15, 1910. "I would not have any but Kellogg's plants. They do finely. I have the finest berries of anyone around here."

FRED O. EASTMAN.

Capron, March 2, 1910. "I have used your plants for a number of years and have found them the very best. I have picked as many as 300 bushels to the acre from your plants."

A. V. SPEER.

Salem, May 16, 1910. "The plants I ordered from you are growing finely. I finished setting them out the second week of April, and the runners started some time ago and give great promise of success. I have set an acre to the following

six varieties: Excelsior, Cardinal, Bubach, Warfield, Senator Dunlap and Stevens' Late Champion."

C. W. BURKETT.

Virden, April 20, 1910. "Received the strawberry plants in grand condition. Thanks!"

E. H. THIRLWALL.

Batavia, May 1, 1910. "The plants you sent me are all growing finely and they are fine plants. Will want more next year."

PAUL BULLINGER.

Champaign, April 12, 1910. "Received your shipment of 500 plants, and have given them a fine setting by the side of last year's bed, which is admired by all who see it. It is the finest bed we ever saw."

MRS. E. C. BARTO.

Iowa

Gunder, May 13, 1910. "Received the strawberry plants you sent. Never saw nicer plants. They are growing finely."

BESSIE A. OLSON.

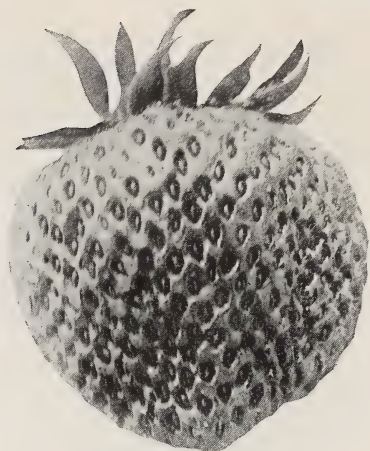
Lyons, April 27, 1910. "I received the strawberry plants today. They were in fine condition and if they do not grow it will be my fault."

CHAS. LADHOFF.

Hawkeye, April, 13, 1910. "Received the plants all right last week. Have them all set out and they are looking fine."

JENNIE E. SMITH.

Osceola, April 16, 1910. "Received the plants on the 8th, and set them out along with fifty others we had ordered from



Bederwood, B. (Male)

MEDIUM EARLY. Bisexual. Bederwood produces a delicate crimson berry with glossy surface and deep yellow seeds, the fruit being of medium size. The flesh is red, shading down to a rich cream near the heart. Its richness of color and delicate flavor make it one of the most popular varieties with high-class trade, and as a table berry it is unsurpassed. It is famous also, among housekeepers, who preserve it in different forms for winter use. It is exceedingly productive, an excellent shipper, and is popular with commercial growers everywhere. Having an extremely long blooming season, it is an excellent pollenizer for pistillate varieties. The calyx is small and lies close to the fruit, giving the berry an exceedingly neat, dainty appearance. This is the twenty-fourth year we have selected and tested Bederwood on our farms, and each succeeding year has only increased the high esteem in which we hold this variety, an estimate fully confirmed by reports from our patrons, and we, therefore, can without hesitation recommend growers everywhere to set largely of this universally popular and thoroughly excellent variety.



Crescent, P. (Female)

MEDIUM EARLY. Pistillate. This is the twenty-sixth year we have offered this great variety to our patrons. This of itself is a testimony to its qualities of the highest character, and we are sure that our old patrons, some of whom have used this variety for as long a time as we have offered it, will agree with us that it has shown itself at all times to be worthy of a first place in their lists. Crescent grows medium-sized berries of a rather broad wedge-shape, tapering to an obtuse point. In color the fruit is crimson and the flesh is close-grained and solid. As a shipper it stands among the leaders. This is one point which makes it a very popular berry with commercial growers, and its great productiveness is another. The fruit is very juicy and has a fine flavor, somewhat tart. The seeds of this variety are bright yellow, running to brown on the darker side, and standing out prominently from the surface. It has a calyx that stands out straight and a neat, slender stem. The flesh of the berry is rich red around the edges, shading down to a lighter color toward the center.

Accept thanks for prompt shipment of fine, strong, healthy plants."
MRS. A. OLSON.

Kansas

Esckridge, June 1, 1910. "The berry plants received from you this spring are doing finely considering the fact that they had no rain the first six weeks after setting. My plants are Senator Dunlap."
MRS. H. H. CUNNINGHAM.

Independence, April 15, 1910. "The plants I ordered March 30 came in due time. They were all in fine shape and I have them planted out and think that every one will grow. They have the finest crowns of any plants I ever have grown."
H. W. CONRAD.

Spring Hill, April 14, 1910. "Received the strawberry plants all right. They came in fine condition. They were all nice plants, and any time I can speak a good word for you, I will."
J. B. JOHNSON.

Olathe, April 5, 1910. "The strawberry plants you shipped me were received the second day after shipping in good condition. Every plant grew, and the prospect is for a good crop next year."
R. G. ROBB.

Yates Center, April 6, 1910. "Received the strawberry plants all O. K. Have them set out and all are looking fine."
MRS. G. H. WRIGHT.

Parsons, Jan. 15, 1910. "I have bought plants from you for many years, but three years ago you did not have the plants I wished and I have been buying elsewhere since then; but I feel compelled to return to the old standby. I have purchased

another nursery. The Kellogg plants beat all the strawberry plants I ever saw—such nice, large, healthy plants, looking like they had just been dug up. They are growing finely. Those I bought from the other nursery wilted right down. There is not one dozen of the others that are green."

MRS. GEORGE PFULB.

Chariton, April 19, 1910. "I received the plants you sent us April 8th. They were all O. K. My neighbor, E. G. Redling-shafer, who ordered with me also is well pleased."

A. G. ROSA.

Sabula, April 7, 1910. "I received the plants you sent me on the 1st of April. They were good plants and had such fine roots. They are looking fine and I think every one of them is alive."

MRS. M. G. PERKINS.

Cromwell, April 9, 1910. "We received the shipment of plants in fine condition. The plants were in fine shape."

WM. L. HIGGS.

Estherville, Jan. 21, 1910. "I have been trying strawberry plants from different nurseries, but I find that those I get from you are the best, so I shall want more of your plants the coming spring."

A. S. ANDERSON.

Sioux City, April 28, 1910. "The strawberry plants I ordered from you arrived two days ago, and were in fine condition.

R. M. Kellogg Co., Three Rivers, Mich.



Lovett, B. (Male)

EARLY. Bisexual. The berry of this variety is rather large and of deep crimson color. Usually the berry is conical in shape with long point, although there are always a few broad, wedge-shaped berries, which add very much to the appearance of the fruit when nicely arranged in the box. The seeds are bright yellow, extending well out from the surface, and the color effect is rich and pleasing. The flesh is a dark red, and the flavor rich and juicy, possessing just sufficient tartness to make it a splendid canner. The calyx is small and adds greatly to the appearance of the fruit when properly packed for the market. As a shipper Lovett stands high, as it holds its brightness as long as any other variety with which we are familiar. This combination of excellent qualities has made the Lovett one of the standard varieties, and commercial growers as well as thousands who have grown it in family gardens, pronounce it one of the best varieties offered. This is the nineteenth year we have bred this variety under our methods of selection and restriction.



Highland, P. (Female)

EARLY. Pistillate. In a series of tests, including 146 varieties, made on the grounds of the Ohio Agricultural Experiment Station, in 1905-6-7, the Highland led all other varieties in the test in all three years. It resembles in general characteristics the Crescent, whose fame has not diminished after more than twenty-five years of general cultivation. The fruit is said to be larger than that of the Crescent, ranging from medium to large, and the berry is conical with an obtuse point. In color it is bright scarlet and the flesh is red from center to circumference. The plants are strong and vigorous. In its report the Ohio Station declares that the Highland gives great promise of becoming a fine "business berry and a money maker for even the small planter." The commercial growers who have made very extended tests of the Highland, fully confirm the report of the Ohio Station. With such a record we have no hesitancy in recommending our patrons to set extensively to this variety, especially where the shipping distance is not too great.

plants from all over the country, beginning with E. P. Roe, thirty years ago, and every year since down to the present, but I never got as good satisfaction from any other source as I have from the Kellogg plants." F. Q. MORTON.

Lyons, April 30, 1910. "My order of plants came in good time—fine plants in fine shape." H. P. SMITH.

Kentucky

Henderson, Dec. 24, 1909. "I wish to secure some of your plants for setting in the spring. Plants that I have bought from you were the finest I ever saw. Will never set any other strawberry plants than yours." C. H. SMITH.

Sharpsburg, April 25, 1910. "I received the plants in fine shape. Have been setting plants for a number of years and I never saw finer plants." LEE VAN ARSDELL.

Lebanon, April 1, 1910. "Plants received. I have bought many strawberry plants, but your style of packing beats them all." A. J. STORMS.

Louisiana

Independence, April 1, 1910. "Shipment of plants arrived in good shape, and was very much pleased with them." CARRIE C. ARNOLD.

Maine

Anson, April 22, 1910. "Plants arrived in good condition, for which please accept my thanks. I have them all set out

and as weather and soil conditions are favorable just now, the plants are likely to do very well." F. B. WEBB.

Berwick, May 6, 1910. "Strawberry plants arrived O. K. Thank you!" F. S. LeBOSQUET.

Massachusetts

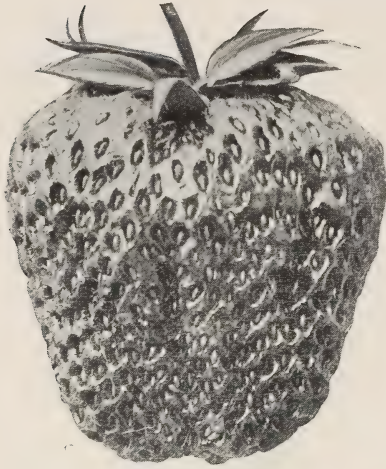
North Brookfield, May 2, 1910. "The strawberry plants shipped by you April 8th reached me in first-class condition, and I believe not a single plant has died. Your instructions have been followed to the letter, and I hope to have some fine berries in 1911." CHARLES W. EGGLESTON.

Holbrook, April 10, 1910. "My plants were received in good order, and I wish to thank you for your prompt and business-like method of doing things." J. M. BAHR.

Athol, April 20, 1910. "Plants received the 18th in fine condition. I wish to compliment you on your method of packing, and believe that your plants would keep in good condition for several weeks." W. A. BONNER.

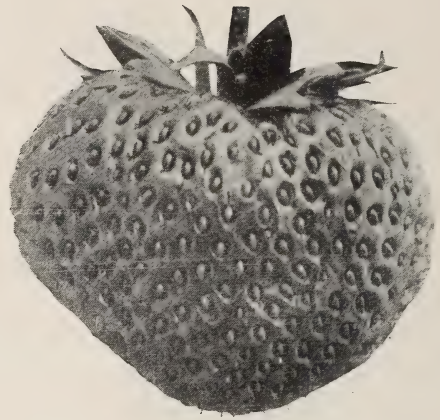
Orange, April 20, 1910. "The thousand plants you sent me came to hand on the 16th. They were the best strawberry plants I ever saw, and furthermore they were packed in the best possible way, and I received them in fine condition. I thank you for sending me such fine plants." F. M. JAMISON.

Ipswich, June 4, 1910. "The strawberry plants purchased of you a year since have fulfilled all of your promises and



Tennessee Prolific, B. (Male)

EARLY. Bisexual. This variety is famous for its sweetness, but it combines with this quality many other excellencies, which makes it in all respects a most desirable, and wherever known, most popular variety. Tennessee Prolific yields a berry in size medium large, bright crimson in color, rather long and corrugated as to form. The seeds color as the berries ripen, and are quite prominent. Flesh is fine-grained and pink in color; and is laden with the most delicious of juices. • It has won distinction because of its excellence as a canner. As its name indicates, the berry is a prolific yielder and to this important quality is added that of an ideal shipper. It has a large calyx which projects over the berry as if to shade it. It is a prolific runner-maker and the plants seldom grow large in the propagating bed, but when reset in the fruiting bed they develop to very large size. This is the twenty-third year we have had this variety in our breeding beds, and each year adds to our appreciation of its unusual value.



Heritage, B. (Male)

EARLY. Bisexual. This variety has sprung into popularity in a way most unusual, but there is nothing strange about this fact, when its extraordinary qualities are considered. In size the Heritage ranks among the largest berries ever introduced, and it is one of the most productive varieties ever known. Its uniformity of size is one of its strong points. In color the fruit is a dark lustrous shade of crimson, set with brilliant golden seeds, and they make a most attractive appearance when placed upon the market. The flesh is fine and the flavor delicious. Results secured by Florida customers indicate that the Heritage is quite as successful in the extreme South as it is in the Northern states. This is because of its immense root system, which penetrates the ground to great depth and makes it a drouth-resister of unusual value. In shape the berry is long and conical with an obtuse point. Our experience and the experience of our patrons justify us in advising our customers everywhere to give this variety a complete trial.

more. The Longfellows are very prolific. Some of the plants have more than 250 berries each, and all are very full. The Nick Ohmers and Marshalls are also loaded with fruit."

C. A. CAMPBELL.

South Yarmouth, April 18, 1910. "I like your strawberry plants very much, indeed. I did not realize that there were such good strawberry plants until I had some from you."

PRENTISS WHITE.

Michigan

Allegan, April 28, 1910. "The strawberry plants arrived in fine shape, and I desire to thank you for the fine plants you have sent me."

A. C. MULLIN.

Rumely, Jan. 24, 1910. "Will you kindly send copies of your 1910 book to a number of my friends whose names I enclose? Our own success with your strawberry plants during the past year has opened the eyes of some of these friends to the possibilities in the way of strawberry growing. Some of them wish to get started in the same way, and the best thing I know to do for them is to have them read your great strawberry guide."

H. W. CRAWFORD.

Muskegon, May 7, 1910. "The plants you shipped May 4th reached me May 6th and they are fine and dandy. I will always say a good word for Kellogg's plants."

NAPOLÉON DAUPHIN.

Omena, July 16, 1910. "I purchased plants of the Kellogg Company two years ago, and though weather and soil conditions were unfavorable, I have had splendid success with

them. Last year I set out about 2000 plants, and though we had no rain this year from the time the plants began to bloom until the season was over, I had more than 800 quarts of the



THE above illustration is of the strawberry field of Rev. Albert E. Plue of Galway, N. Y. He writes that the plants were set out April 27 and that the picture was taken August 7; or just three months and ten days after setting, and adds: "Of course they have not fruited as yet, but the plants certainly are looking fine at the present time. I thank you most heartily for your cordiality and prompt business methods."



Wolvorton, B. (Male)

EARLY. Bisexual. The Wolvorton grows a large crimson berry, top-shaped as the illustration above indicates, and possesses merits which no photograph can show. The upper side of the berry colors up to a fine red when the fruit is fully ripe, and the seeds on the upper side also are darker than on the under side, where they remain a bright yellow. These contrasting colors give to the fruit a most attractive appearance. In quality Wolvorton is one of the richest berries on our list; its flesh is fine-grained and pink in color; and its flavor is of unusual delicacy. As an all-round table berry it is unexcelled, and as a money maker commercial growers who sell direct to consumers find it a leader. It is no less popular in the home garden. The calyx is double and very heavy, drooping over the berry in such a way as to make them particularly attractive when served with the stems. After twenty-one years of experience with this variety, we have no hesitancy in advising a liberal setting by our customers.

finest berries on this market. I had one-third of a crop, and considering the dry weather had splendid fruit. My Wm. Belts certainly did take the lead! My customers declared they were the finest they ever ate. To those who would get to the top in strawberry growing, I say, 'Buy Thoroughbred plants!'"

HORACE M. POWELL.

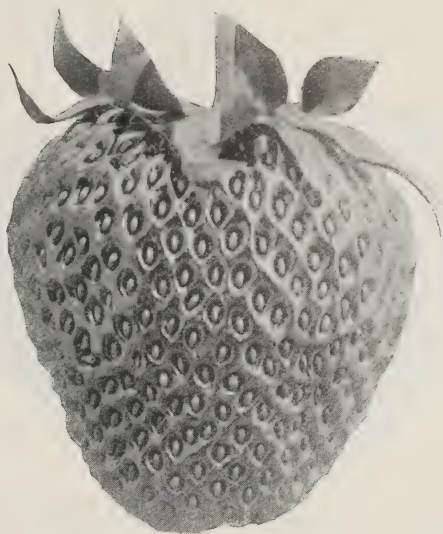
Bessemer, Feb. 12, 1910. "Herewith is a small order for plants for a propagating bed. Senator Dunlap has proved to be the best variety with me. Four rods tested by your methods two years ago produced 200 quarts which I sold at 15 cents a quart, or \$30 for the four rods. This is at the rate of \$1200 per acre. They were given only ordinary (Kellogg system) care."

G. W. LUTHER.

Corunna, April 29, 1910. "Plants arrived yesterday, and they are very fine."

F. C. BROWN.

Ann Arbor, March 18, 1910. "Attached please find order for plants. At the same time I must let you know how finely the plants received from you in 1908 have done. In 1909 my vines were so heavily loaded with berries that my friends asked 'What is the matter with your strawberry plants—there are no vines to be seen; nothing but berries? There are too many berries on them, they will all dry up on you.' But they all grew and ripened. 100 plants of your Pride of Michigan yield-



Clyde, B. (Male)

MEDIUM. Bisexual. We have offered Clyde to our customers for seventeen years, and our records show a steadily increasing demand for this variety. As the illustration shows, the berry is very large, in shape conical. One side is a bright crimson, the other a rich cream, with just a blush of pink. The berry is regular in form and even in season, which makes it an easy matter to sort them when making them ready for the market. The seeds are deeply imbedded in the flesh, seldom coming even with the outer edge. The flesh is a rich pink in color, fine of texture, and delicate of flavor; and because the latter is retained when canned, this variety is extremely popular with the housewife. The Clyde is a very attractive variety, and as the berries hold firm and retain their color well after being shipped a long distance, it has become a universal favorite with commercial growers. The fruiting season of Clyde is very long, frequently extending from extra early to late, with fine fruit at every picking. One of the extensive strawberry growers of Southern California writes us that after years of experience he has discarded all other varieties and now grows Clyde exclusively.

ed one quart to the plant, and the first blossoms did not set at that, which was caused by the heavy rain we had at blossoming time."

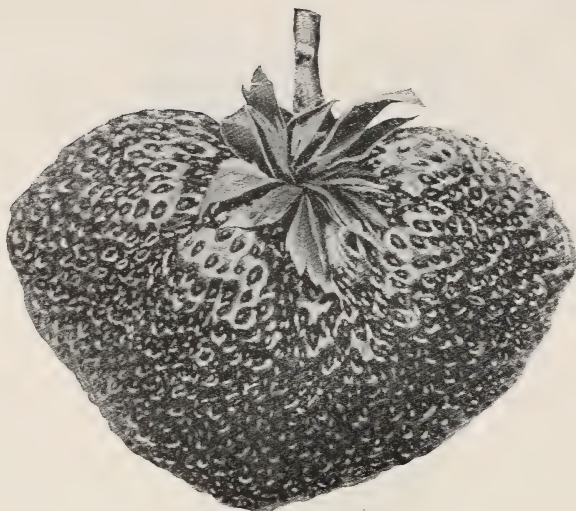
A. G. LENTZ.

Minnesota

Good Thunder, March 1, 1910. "Enclosed find check for 2225 strawberry plants. I bought 1000 Senator Dunlap plants from you in 1905 and the next season we sold 2800 quarts of berries from these plants. Since then I have bought my plants from other nurseries, but have had poor returns from all of the plants purchased from any other than the Kellogg Company. The other plants I bought at a much lower price, but I lost a great deal of money by changing from your plants to others."

A. S. PINKHAM.

Minneapolis, Sept. 2, 1909. "In the spring of 1908 I got enough plants for one and one-half acres from you, and I have had splendid success. The berries were the best on the Minneapolis market and I realized \$550.00 per acre. I picked 5,280 quarts to the acre from the field. I think I 'made good' all right considering I am not 20 years old as yet. I could easily have sold 100 crates a day. I never had enough to supply the wants of even two stores. I had to borrow money to start



Fendall, P. (Female)

EARLY TO LATE. Pistillate. Among the varieties added to our list last year no other came to us with higher recommendations than did the Fendall, and now, speaking from our own experience, we can without hesitation, place it in the first rank of pistillate varieties. Like our Longfellow, it fruits from early to late, and, by the way, will be perfectly fertilized when set beside Longfellow. Berries have been gathered from the same plot of Fendall on the 25th of May and on the 4th of July. The Fendall is a seedling of the Wm. Belt, originated in 1905 by Chas. E. Fendall, a Maryland enthusiast in strawberry culture. It is noted for its great vigor of plant growth, unusual size of berry, delicious flavor, unexcelled productiveness, beauty and symmetry of form, and its extraordinary root system. The foliage of this wonderful variety is large and the root system heavy, making it an ideal drouth-resister. The illustration above is the exact size of the original and shows a berry of unusually beautiful form. Up to date, the highest record of yield reported for the Fendall is 16,800 quarts per acre. With such a record, reinforced by the reports of those who have grown this variety in many sections, we urge our patrons to set extensively to Fendall.

with, but I paid it all back and have nearly \$500.00 left. I know I never could have made such success with any other than Thoroughbred plants. Shall want about 30,000 more of them in 1910." **W. RITCHELL.**

Duluth, May 6, 1910. "The strawberry plants you shipped me arrived in good shape." **EDWARD ARNTSEN.**

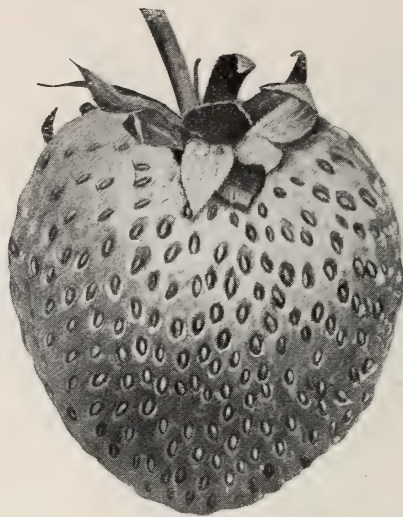
Minneapolis, April 4, 1910. "I received the strawberry plants in the best of condition, and they are the finest plants I have ever received from anyone. Thank you very kindly for them." **MRS. M. A. ROHANN.**

Missouri

Higginsville, April 22, 1910. "Your plants arrived in good condition, and are progressing nicely. Every plant is healthy and growing." **ALFRED FIETH.**

Joplin, April 9, 1910. "The 6,500 strawberry plants I ordered from you arrived April 2nd. They are fine plants and I am well pleased with them." **WM. H. CLARK.**

Billings, April 10, 1910. "The strawberry plants you shipped me reached destination in fine shape. I set them out the same



Buster, P. (Female)

MEDIUM TO LATE. Pistillate. This variety is so named because its chief characteristic is its ability to break all records for yield wherever grown, and it has won a distinct fame for its vigor of growth and reliability under adverse conditions. Another very striking characteristic is its immunity from frost. Growers that have used it say it is remarkable in this respect, and therefore it has won popularity in regions where late spring frosts are common. When the bloom of other varieties has been completely destroyed by frost, Buster has yielded a fine crop of fruit. This is the second year we have offered this variety to our patrons, and we confidently expect that in northern latitudes it is to become a universal favorite. Buster is a cross of Sharpless and Bubach. In size it is large, and in color a bright red. The flesh is of good quality, moderately firm, and an excellent shipper when the distance is not too great. The plant is a vigorous grower, and as we have said, a heavy yielder.

day, and we had a good rain just afterward. They are growing fine. They were as fine plants as I ever set out."

C. W. CULBERTSON.

Lexington, April 11, 1910. "The plants arrived several days ago in fine condition. They were set out at once and they are now green and vigorous. Many thanks for your promptness."

J. W. BAILEY.

Galt, Feb. 7, 1910. "Two years ago I got 200 plants from you and set them out, and they have all done finely. Last year we picked 52 gallons of strawberries from them. If it doesn't pay to buy Thoroughbreds I have missed my guess."

WM. HAMANN.

Memphis, April 31, 1910. "The plants I ordered from you are just at hand. They reached us in fine condition, and we are well pleased with them."

MRS. LENNIE L. POWELL.

Cuba, Feb. 11, 1910. "In the spring of 1908 we bought of you 1000 Aroma plants. From these we sold \$50.00 worth of berries. Our neighbors say they were the finest and the largest strawberries ever grown in this (Crawford) county."

E. H. HAWK.

Montana

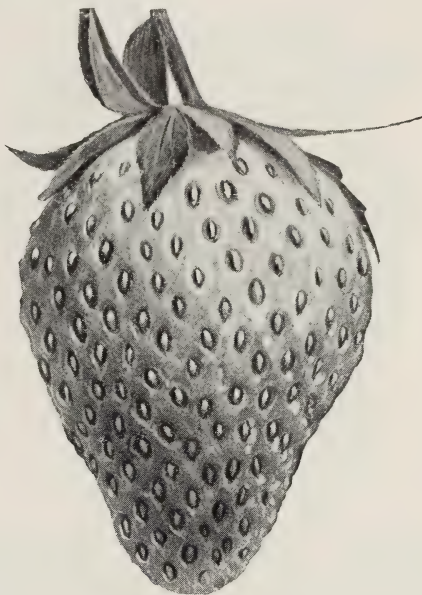
Mitchell, Oct. 30, 1909. "I never have seen berries do any better than my Dunlaps did last season. One plant had 73

R. M. Kellogg Co., Three Rivers, Mich.



Parsons' Beauty, B. (Male)

MEDIUM. Bisexual. This variety produces extraordinary yields of bright red berries, having a deliciously mild flavor, which is retained after being cooked, a fact that makes it popular for canning purposes. During the last few years this variety has won special favor in cold latitudes, and led thirty-two other varieties at an altitude of more than 6,000 feet in Colorado. Northern Ontario (Canada) growers find it especially suited to their needs, and flattering reports are received from every section of the North as to its performance. However, it is quite as popular in more southerly regions. The foliage of Parsons' Beauty is upright in form, with a rather long, dark-green, leathery leaf. The calyx is rather bushy and the stem is heavy. It is one of the best pollenizers of the season, its bloom being extra large and exceedingly rich in pollen. This is the ninth season of Parsons' Beauty on our farm.



Longfellow, B. (Male)

EARLY TO LATE. Bisexual. This variety, first offered to our patrons in 1909, has won instantaneous recognition among strawberry growers everywhere because of its extraordinary qualities. The first fruiting test of the Longfellow was made on our farms in 1906. So extraordinary was it, both in the way of production and quality of fruit, that we decided to postpone offering it until further tests had confirmed our first estimate of its value. Every season since has served only to emphasize its wonderful qualities. Blooming with the earliest varieties, it continues the production of delicious fruit until very late in the season. Being very strong in pollen, it will therefore fertilize pistillates throughout the longest range of season of any single bisexual with which we are acquainted. In size the Longfellow is very large and produces a very large number of uniformly big berries. In form it is long and of the perfect strawberry type, having the small neck which is the unfailing sign of sweetness in a strawberry. In color it is deep red, the dark color extending throughout the berry. In flavor it is the richest of any variety we have tasted and is so mild and sweet that it may be eaten with safety by the most confirmed dyspeptic. In production it has surpassed, in our fields, even such famous varieties as Senator Dunlap, Haverland and Warfield, and like the other three varieties named, it has attained universal success, tests from Minnesota to Texas showing it to be one of the most ubiquitous of varieties. Do not fail to set extensively of Longfellow. The Longfellow is sure to give a fall crop of berries in localities where seasons are favorable. In 1910 this variety gave a large crop of berries in September on our own farms.

perfectly formed berries. Am located just a few miles from the summit of the Rockies." A. W. BEACH.

Nebraska

Columbus, April 4, 1910. "Plants were received on the 2nd in fine condition; also the dibble. The dibble is simply just the tool for setting plants." R. W. YOUNG.

South Omaha, April 6, 1910. "The plants were received in fine condition and I am very well pleased with their healthy condition and fine roots." CLAUDE C. MCCLELLAN.

Lincoln, March 31, 1910. "I received the plants today from the express office, and they were all in good shape. I thank you for the fine way they were packed." MARVIN S. KAISER.

New Hampshire

Lakeport, Jan. 24, 1910. "I have your Aroma, Haverland and Pride of Michigan. The Haverland is the most productive berry I ever saw, and the Pride of Michigan I think is the best berry on earth." J. C. DAME.

New Jersey

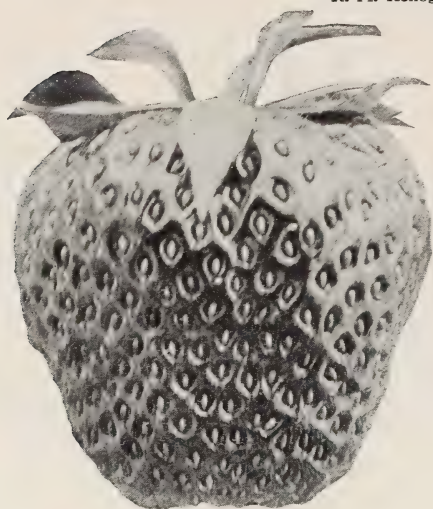
Somerville, Jan. 10, 1910. "The plants I received from you in the spring of 1908 did finely and last June I had a nice lot of berries. I set a small patch from these last spring and they

are looking fine. It is no trouble to raise strawberries from your plants." J. G. CODINGTON.

New York

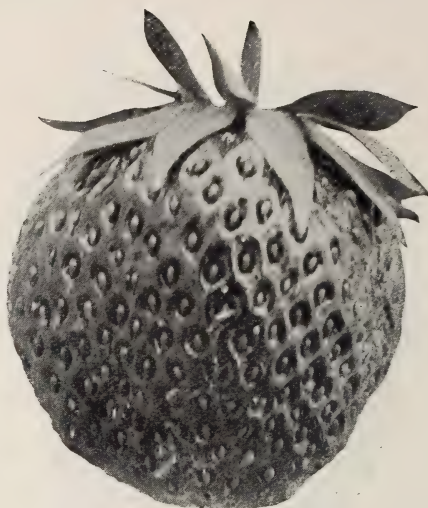
Maplewood, Feb. 15, 1910. "I want to tell you about the 1600 strawberry plants received from you two years ago and

R. M. Kellogg Co., Three Rivers, Mich.



Bubach, P. (Female)

MEDIUM TO LATE. Pistillate. Bubach never fails to win a reputation for the grower who produces this variety in sufficient quantity to supply the market. It is famous for large yields of berries, mammoth as to size and beautiful as to form. These are the elements that have made it one of the leading money makers. The berries are great big meaty fellows with a bright-red, waxy surface. Some are conical in shape and others are thick and broad. The bright-red color of the exterior extends clear through the fruit, and the berry is fine-grained and meaty. Bubach has a large calyx with medium-large stems. Foliage is a waxy, dark green with spreading habit and very short fruit and leaf stems. We rank Bubach among the leaders of the universal kind, as it has been grown with success in every section of the United States and Canada. This is the twenty-fourth year we have propagated this great pistillate, and we cannot too strongly urge its claims.



Nick Ohmer, B. (Male)

MEDIUM TO LATE. Bisexual. Nick Ohmer stands among the leaders of its season, being especially noted for its fine rich flavor. The berries are large and cone-shaped, rich crimson in color, which shades down to pink at the center. The meat is very firm, and as we have said, of delicious flavor. Most of the seeds of the fruit are brown, with yellow ones dotted here and there, making a very attractive color combination, which is made more remarkable and attractive because of the combining with these colors of the green calyx that surmounts it. The foliage is tall and has a dark-green and somewhat crinkled leaf. The fruit stems are long and stand up through the foliage, making easy work at picking time. The bloom is large and very rich in pollen, making this variety particularly valuable to mate with pistillates. With many large commercial growers it is the leading favorite. Reports received during 1909-10 from the Spokane region of Washington are to the effect that Nick Ohmer is a growing favorite in that great strawberry section. We have bred this variety for thirteen years.



THE above illustration is of the family patch of Clair W. Carlton, of Chippewa Lake, Ohio, who, writing under date of June 21, 1909 says: "I am more than pleased with the Kellogg Thoroughbreds. We have been having all the strawberries we could use for about two weeks and from appearances will have them for three or four weeks more. You will see that I haven't a large patch—just a 'home garden' that anyone can have by a little work." Wouldn't you like to try it?

what I picked and sold, saying nothing about the quantities we used and gave away. I sold my berries for spot cash at 12½ cents a quart to the fruit dealer in Monticello. The total amount I sold reached the sum of \$219.50. I wish to make special mention of Warfield and Senator Dunlap; never in my life have I seen such loads of delicious fruit as they produced. It was truly wonderful to see them,—big fellows fairly tumbling over each other."

S. M. JORDAN.

Mohawk, Oct. 25, 1910. "I set out a scant quarter of an acre of your plants in the spring of 1908, and in 1909 I picked 1200 quarts of berries. I received one cent more per quart than was paid for any other berries on the market."

FLOYD DOXTATER.

Ovid, April 18, 1910. "My plants arrived the 14th in prime condition. I was surprised to find them so fresh. They were put up in such neat form and so labeled that there is no chance for mistake. The plants have splendid roots."

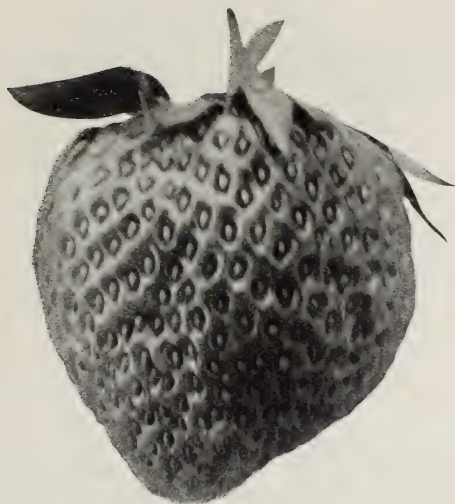
F. J. KEADY.

Chenango Forks, April 11, 1910. "I received the strawberry plants in fine shape. They are very fine; not a poor plant among them."

M. U. OWEN.

Chittenango Station, April 26, 1910. "The 1700 strawberry plants you shipped me last week arrived in fine condition. They are all the pictures and descriptions in your catalog led us to expect and we are entirely satisfied. The Pride of Mich-

R. M. Kellogg Co., Three Rivers, Mich.



Arizona, B. (Male)

MEDIUM EARLY. Bisexual. This variety comes as near to being an "ever-bearing" or "double-cropper" as any with which we are familiar, and in that regard it is quite as successful as any of the varieties which fall within the range of these descriptions. In an autumn season noted for its warmth, Arizona will, in many sections of the country, yield a second crop of high-quality fruit; but it is not upon that fact that the popularity of this variety depends, as it is a wonderful yielder of fine fruit at the regular season of fruiting. The berries are large in size, deep red in color, and possess a rich, aromatic flavor, which wins and holds friends for it everywhere. The foliage is dark green and of medium size. This is the ninth year we have grown this variety in our breeding beds and under our methods of selection it has increased its natural tendency to yield a second crop of fruit.



Thompson's No. 2, B. (Male)

MEDIUM EARLY. Bisexual. This is the sixth year we have offered Thompson's No. 2, and each succeeding season has marked a notable advance in the popularity of this exceedingly valuable variety. Its berries are bright red, rich in flavor and endure shipping along with the best; the latter fact making it very popular with commercial growers who ship to great distances. It is an exceedingly productive variety, and yields a very uniform fruit both as to size and quality. It is a very strong fertilizer, being very rich in pollen. The above illustration indicates the form of the fruit, and few varieties present a more attractive appearance when neatly packed and placed upon the market. Foliage is a glossy dark-green with an extremely tough tissue, making this variety unusually resistant to fungous spores. With our Idaho and other Intermountain-state customers Thompson's No. 2 is becoming universally popular.

igan plants are certainly the finest I ever saw. The dibbles are also very satisfactory." **MRS. L. C. HUBBARD.**

Buffalo, April 8, 1910. "The strawberry plants arrived day before yesterday, and if the berries taste half as good as the plants look, I shall be satisfied. They certainly are a nice looking lot." **H. F. DREW.**

Ohio

Cedarville, June 20, 1910. "Plants received from you in the early spring came up in good shape and are doing finely." **THEO. J. FITCH.**

Conneaut, April 20, 1910. "I received your plants on time and in the best of condition." **J. A. BOHN.**

Copley, April 23, 1910. "The strawberry plants ordered from you came in fine condition, also the runner cutter and dibble. I am much pleased with the whole outfit." **CHAS. H. P. FIELD.**

Hicksville, Feb. 14, 1910. "I received from you last spring some Dornan, Klondike, Parsons' Beauty and Glen Mary plants, and they have made a fine stand. Shall put out another acre this year. I shall always take off my hat to Kellogg plants." **JOHN HERKEY.**

West Toledo, April 27, 1910. "Received my strawberry plants last Saturday in excellent condition and began setting them out at once. I was surprised at the healthy appearance of the plants. It seemed as if they were actually impatient to

get down to business. Up to date my little girl has picked enough blossoms to make a fair-sized bouquet." **FRANK C. WETZLER.**

Lexington, May 6, 1910. "I received the plants yesterday evening and planted them this morning. They were in fine shape and first class in every way." **RILEY CONN.**

Carthagen, April 25, 1910. "Plants received in good condition. They are certainly fine and we never saw such roots. Many thanks." **GEORGE W. HURD.**

Oklahoma

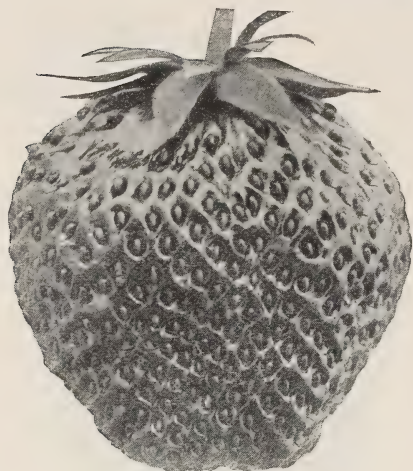
Muskogee, April 1, 1910. "I received my plants three days ago in good condition, and they are dandies." **W. T. BROWN.**

Later, May 27: "It is just seven weeks now since I received the plants from you and put them out. They are doing finely." **W. T. BROWN.**

Woodward, April 26, 1910. "The 5000 plants I ordered from you arrived on time and in good condition. They have been in the ground scarcely a week, but already many of them have sent up two and sometimes more leaf stalks, incredible as it may seem. Your plants are certainly all that you claim for them." **C. M. HAYHURST.**

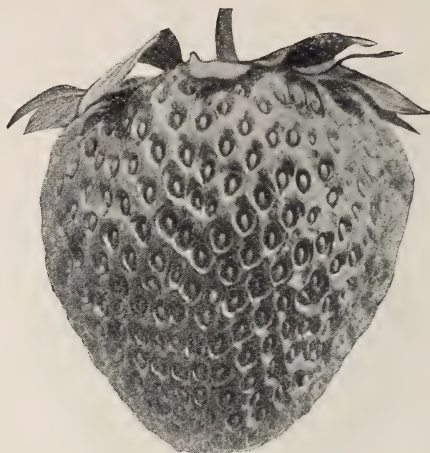
Duncan, Dec. 9, 1909. "I had a plot 165x75 feet set to your Thoroughbred plants in 1908. The first bloom of these in the spring of 1909 was killed by a severe frost, and I thought all was over so far as any berries for that season was concerned;

R. M. Kellogg Co., Three Rivers, Mich.



Splendid, B. (Male)

EARLY TO LATE. Bisexual. The name fitly characterizes the quality of this variety, for it is in truth a splendid strawberry in every respect. The berry is large, almost round, and of bright-red color. Its seeds are so nearly of the same color as the berry as to be scarcely visible, and it is impossible even to suggest the attractiveness of this fine fruit when properly packed and displayed in the market. The berry is meaty and smooth, and of a melting texture, the interior colors being very marked; around the edges, they are of bright red, and this extends about one-third of the way through the berry. From this point to the center the meat is a creamy white. The calyx of the Splendid is small, bright green, extending well over the top of the berry. The foliage is of a spreading habit, a dark glossy green, having a rather long leaf with polished surface. For mating pistillates, Splendid is famous, as the flowering season is long, and every flower is full of strong pollen. This is the twelfth year we have bred this variety. In Idaho Splendid is recognized as a very profitable variety for that section.



Lady Thompson, B. (Male)

EARLY TO LATE. Bisexual. This variety has won special popularity in the South, to the conditions of which section it has proved itself to be particularly adapted. It is no less popular in the North, where it is grown very extensively. This is the tenth year we have bred this variety, and we can with greater certainty than ever advise our patrons to include this variety in their lists. Lady Thompson grows a bright-red, top-shaped berry of medium-large size, the lower end being somewhat obtuse. The seeds are red and not very smooth, and give to the fruit a glossy effect. The fruit is meaty and solid, rich pink in color and exceedingly fine in flavor. It has a double calyx, which opens closely over the berry; foliage is extra tall, growing upright and has a long, light-green leaf. The fruit stems also stand erect and hold the berries well up from the ground. Lady Thompson is a deep rooter and keeps growing throughout drouths of extreme severity. Runners are long and abundant. One of the best tests of its success is the fact that each year brings us increasingly large orders for this variety.

THIS is a portrait of Helen Davis in whose honor our new variety of strawberries is named. One would have to go far to find a sweeter face than this, and it gives us pleasure to be able to say that the sweetness of her face is only typical of the wonderful berry that is graced by her name. We regret that a delay in receiving the photograph made it impossible to include the portrait with other matter concerning the Helen Davis strawberry (see pp. 38 and 39 of this book), but such a picture of childish innocence and sweetness is beautiful anywhere, and though it is far back in the book it none the less is gratifying to be able to present it here. It was the extreme beauty and high quality of the berry that Mr. Davis has originated



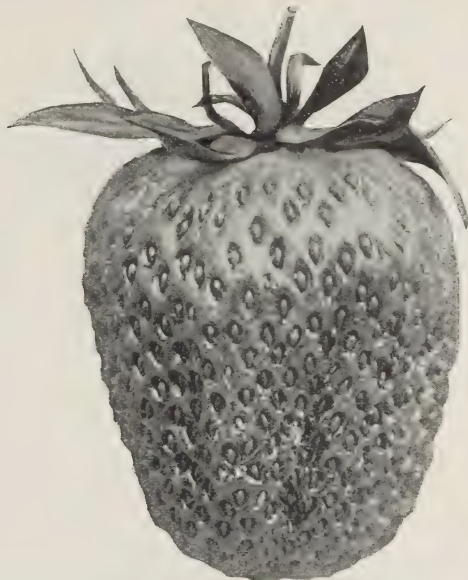
that led him to name it after his little daughter, and our patrons who give that variety a generous trial will be interested to know that it was his own experience in a series of years of thorough testing of Helen Davis that finally led him to confer upon it the dignity of the title it bears. Mr. Davis is a veteran strawberry grower, and his experiences are valuable to others as a guide. He unqualifiedly places this great bisexual in the front rank, declaring that it matures a larger crop of perfectly formed berries than any other male varieties he ever has seen. Not only that, he says that in seasons of extremely injurious weather conditions, and when other growers all about him lost their crops, Helen Davis yielded large quantities of fine fruit.

R. M. Kellogg Co., Three Rivers, Mich.



Wm. Belt, B. (Male)

MEDIUM TO LATE. Bisexual. For fifteen years we have had this variety in our breeding beds, and its popularity steadily grows to such an extent as to compel us to set a constantly increasing area to this noble variety. Over a very large section of the United States and Canada it has won special popularity when set with Glen Mary. The Belt produces a berry of great beauty and size, and the fruit is rich, meaty and juicy, and in every way a desirable berry for table purposes. It is an ideal pollinizer, and has a very long blooming season. This variety varies as to form, but the illustration shown herewith represents the average type. The calyx is small for so large a berry; it has a very tall light-green foliage, and the berries are evenly distributed throughout the vines. The Belt is noted for the wide range of soil and latitude within which it thrives, and it certainly belongs to those varieties which may be said to be universal. No grower will make a mistake in ordering generously of this variety whether he grows strawberries on a small scale or for commercial purposes.



Glen Mary, B. (Male)

MEDIUM. Bisexual. This variety is noted for its heavy yields of big dark-red berries, and grows in popularity with each succeeding season. Prominent seeds of bright yellow make a fine contrast with the dark red of the fruit, and it is particularly attractive on the market. The meat is crimson, juicy and rich, and of unusually high flavor. It is one of the finest canning varieties. As a shipper it is excelled by no other variety, and consequently is grown very extensively by commercial growers. Having a great root system and very large foliage, it is especially popular in sections of limited rainfall. This is the fourteenth year we have offered Glen Mary to our patrons, and for the last several years we have been unable to grow a sufficient number to supply the demand. We have a very large planting this year to this variety, and hope to meet all the requirements of the trade. Glen Mary and Wm. Belt make an ideal team. It should be remembered that Glen Mary belongs to the semi-perfect varieties and requires mating just as a pistillate requires mating.

but the plants seemed to have persevering qualities and were not going to give it up. To my surprise I harvested more than 100 gallons of choice berries. Everybody who saw them declared he never before saw such large berries."

FRED D. GIBBONS.

Braman, Dec. 15, 1909. "The plants I received from you last spring came in fine shape as usual, and have done well, though it was a bad season to grow plants. I did my part and the plants did the rest."

W. R. WHITE.

Coalgate, March 26, 1910. "I used to buy plants from you when I lived in Missouri, but since coming to Oklahoma have been buying from nearby plant sellers. As a result of my experience, I now wish to secure some of your plants."

A. M. SWIFT.

Oregon

Astoria, April 10, 1910. "The plants you shipped on the 4th reached me on the 8th in fine condition."

E. OLSON.

Salem, April 4, 1910. "Plants received. They came in good shape and am well pleased with them."

P. H. RAYMOND.

Falls City, March 31, 1910. "Your plants arrived March 29th in good condition, and I set them out the following day."

This afternoon they look all nice and bright. Your system of packing and shipping is fine.

O. A. SPINNEY.

Portland, April 4, 1910. "The strawberry plants arrived March 31st, and were set out the next day. They came in excellent order."

J. L. BARNARD.

Oswego, March 30, 1910. "My plants came all O. K. I set them out the day I got them and they are doing finely."

C. W. WEST.

Port Oxford, April 12, 1910. "Have received the strawberry plants and set them out, and nearly every one is growing nicely. I wish to thank you for these fine plants."

J. C. WHITE.

Clackamas, April 2, 1910. "Received the strawberry plants you sent in good order and in due time. They are all set out and growing finely."

L. S. HAYNER.

Woodburn, April 16, 1910. "The strawberry plants arrived here last evening all O. K. They were as fresh and nice as when they started, and have fine big roots."

O. P. ARMES.

Bend, April 11, 1910. "We received the plants today in good condition, and we think we shall be well pleased with them, as the plants look very nice now."

R. H. DEYARMOND.

Grossman, April 19, 1910. "The strawberry plants you



Downing's Bride, P. (Female)

MEDIUM TO LATE. Pistillate. This is one of the most beautiful berries grown, and to its beauty of form and color are added all of the other essential qualities of the strawberry. The berries are dark blood-red almost to the center, with just enough white at the heart to make a tempting contrast. Seeds are of gold and they shine as if polished. Few varieties excel this great pistillate in productiveness, the big shining berries lying in heaps all along the rows. The foliage grows tall and has a large dark-green leaf, which droops over and shades the fruit from the direct rays of the sun. The berries remain on the vines in good condition for several days after they are completely ripe, and they also retain their fresh appearance long after picking. Downing's Bride is productive also of an abundance of runners, and its universal quality has been tested by its success in all conditions of soil and climate. This is the ninth year we have had this variety in our breeding beds, and having tested it with great thoroughness, can recommend it without hesitation to our customers everywhere.



New York, B. (Male)

MEDIUM TO LATE. Bisexual. New York is very large, both as to foliage and to fruit. Up to fruiting time it closely resembles in size and appearance both Pride of Michigan and Dornan, but the fruit does not at all resemble that of either of the other varieties named. In shape the berry of New York varies from the top-shaped, with rather a long point, to the thick and broad form. In color the fruit is blood-red with shiny surface, and with seeds nearly of the same color, which are so deeply set as to be almost invisible. The meat is of smooth texture and the flavor is delicate and mild. It is strictly a fancy berry and one most attractive because of its appearance and its delicious flavor. It is very prolific and has a long season of ripening; and is one of the most profitable varieties, either for shipping or for home trade. We have had New York under our methods of selection and restriction for eleven years, and recommend it without reservation.

mailed the 11th reached me on the 16th in fine condition; not a wilted leaf on them." LIZZIE LOYD.

Junction City, April 11, 1910. "The strawberry plants got here in good shape today, and most of them are set out now. They are dandy looking plants." FRED C. BYERS.

Pennsylvania

Hanover, April 3, 1910. "Have received the strawberry plants. One may doubt their beauty as illustrated in your catalog cuts, but not after receiving such plants as the Pride of Michigan you have sent me." JAMES S. BRADY.

Lehighton, May 2, 1910. "The strawberry plants reached us on April 26th. They were planted the same day, and they have made a good start already." C. A. SENSINGER.

Freedom, April 25, 1910. "Plants were received April 23rd in fine condition. We are very well pleased with them." LEVI MUSGRAVE.

Clearfield, Feb. 3, 1910. "I got Senator Dunlap plants from two different growers in the past four years. There was as much difference between fruit from your plants and those bought from the other fellow as there is difference between a

potato and an apple. Nothing but Kellogg plants for me hereafter." HARRY J. SCHUCKER.

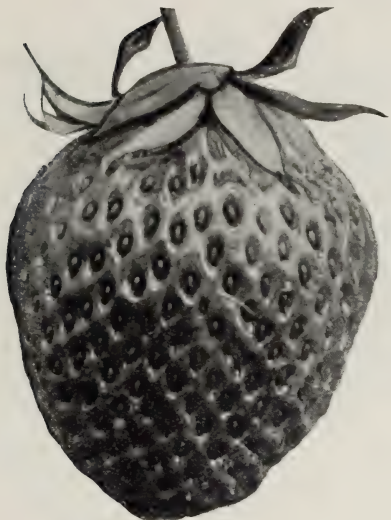
Weatherly, June 13, 1910. "In the spring of 1909 I got 300 plants from you and the people who have seen my patch say I will get 300 quarts from my 300 plants. My Pride of Michigan has an especially fine crop of fruit. There is not another bed of berries of the same size in town that can beat mine. The plants I got this spring also are very fine." J. H. RITTER.

Oil City, April 28, 1910. "Plants came all O. K. and are all set out. They are the best plants I ever saw." J. A. WILSON.

Espy, April 20, 1910. "The plants I ordered have arrived all right. Let me say that those received from you last year are looking fine." W. W. SINGER.

Oakville, April 6, 1910. "The plants received in good shape. They have very nice crowns and good strong roots, and am well pleased with them." D. K. STERRETT.

Washington, July 12, 1910. "My Pride of Michigan plants bought of you this spring are looking fine; they are a sight worth seeing. I never had stronger, healthier looking plants. The Dornans I bought of you two years ago grew good berries this spring, which is their second season. I saw no berries in the market their equal in size or flavor, and I sold my best



Senator Dunlap, B. (Male)

MEDIUM TO LATE. Bisexual. It is doubtful if in the strawberry world any other variety has won greater popularity than the Senator Dunlap. Having an unusually long fruiting season, and growing immense quantities of large handsome fruit, it is a general favorite in the market everywhere. The berries are rich dark-red with glossy finish, shading to deep scarlet on the under side. It has bright yellow seeds, looking like gold imbedded in highly-colored wax. It is noted for its uniformity of size and shape; and the rich bright red of its meat, and its very delicate flavor makes it in every respect ideal. We ship this variety to every state in the Union and to every province of Canada, and reports are unanimous respecting its high qualities. The foliage is tall, bright-green, upright and has a long leaf. It develops an unusually heavy crown system; indeed, it is a common thing to find hills with from fifteen to eighteen crowns. This is the thirteenth year we have offered Dunlap to our patrons, and its steadily increasing popularity has encouraged us to set an unusually large acreage for 1911.



Haverland, P. (Female)

MEDIUM. Pistillate. Another berry that enjoys a universal popularity is the Haverland, and there is a growing tendency on the part of our patrons to set this variety with Senator Dunlap as a pollinizer. The fruit is long and large, and bright crimson where the sun strikes it directly, shading to a light red on the other side. It is full and round at the stem end and gradually tapers to an obtuse point. The bright yellow seeds are just prominent enough to add to the handsome appearance of the berry, over which the calyx gracefully falls. It would be difficult to name a berry presenting a more tempting appearance in the box; and added to all these excellent qualities is the remarkable yields which are reported from every section of the country. One of its most valuable characteristics is its ability to resist frost. This is the twenty-first year we have bred the Haverland under our system of selection and restriction, and we think more of it today than ever before.

and largest at 17 cents per box, and medium quality at 12½ cents, wholesale."

J. W. BIRCH.

Rhode Island

Hill's Grove, April 20, 1910. "Plants received in good condition, for which please accept my thanks." C. A. ROWN.

East Greenwich, Dec. 20, 1909. "A photograph of my Thoroughbred strawberry patch taken Thanksgiving day, shows no sign of the drouth which was unprecedented in length and severity. Being pedigree plants I have set them out early and cultivated them constantly, and they kept growing until frost. Count on me for future orders." A. E. OSBORNE.

South Dakota

Kennebec, Jan. 31, 1910. "Last season I sold all of my berries for 15 cents a box; my neighbors sold two boxes for 25 cents. I have made good by following your instructions as nearly as possible." GEO. E. SMITH.

Tennessee

Etow, April 28, 1910. "The plants purchased from you last spring are now red with big, fine berries."

M. A. BARNETT.

Pomona, April 11, 1910. "The strawberry plants were received on Saturday. Found them most satisfactory and set

them out under favorable conditions. Thank you for your promptness."

MISS A. A. WASHEURNE.

Texas

Queen City, March 30, 1910. "I bought plants of you two years ago, and they did so well I must have a few more. I never lost one of the plants. They bloomed so heavily during the winter that I was afraid they would not have many berries in the spring, but I was most agreeably surprised. I never before saw so many berries on a single vine, and when I began to sell berries I could not fill the orders. My customers declared I had the finest berries they ever saw."

J. C. HAMBY.

Sulphur Springs, March 30, 1910. "The plants you shipped me March 23rd arrived in due time and in fine condition. They certainly are fine plants and I wish to thank you for them."

MRS. J. H. HODGE.

Telferner, April 4, 1910. "Your strawberry plants arrived April 1 in first-class condition. They are the finest plants I ever have seen."

W. A. ALSOP.

Palestine, April 11, 1910. "I sent with Wm. A. Grover and got 200 plants. They came through in fine shape and all are



Enormous, P. (Female)

MEDIUM TO LATE. Pistillate. The name of this variety is suggestive of its characteristics, and it is famous for the very large quantities of big berries it produces. The berries are broad and wedge-shaped, with a crimson-colored surface and dark-yellow seeds. The calyx is dark green and lies flat on the berry, and the stem remains bright and green long after the berries are picked, which aids in retaining a bright appearance after reaching the market. The flavor of this variety is as excellent as its size is great, and the meat is a deep pink and very juicy. It is a very popular variety for family trade. The foliage is large, with broad, nearly round, light-green leaves, and short heavy fruit stems. The call for this variety grows each succeeding year, and after sixteen years of experience with Enormous, we can with confidence advise our friends to set them extensively. Enormous may be placed among the universally successful varieties.



Brandywine, B. (Male)

LATE. Bisexual. One of the most universally popular berries ever grown, a popularity that has been won on merit. The Brandywine grows immense quantities of big red berries, deep blood red to the center, and possessing a flavor peculiarly its own and very delightful. Very prominent, bright yellow seeds make a fine color contrast with the blood-red of the fruit. It is one of the most popular varieties from San Diego to Vancouver on the Pacific coast, and is a favorite in most of the states east of the Rocky Mountains. The foliage of this variety is very large and of an upright nature, with a dark green, leathery leaf, which affords excellent protection for the bloom. Fruit stems grow erect and hold the big berries up from the ground. The calyx is very large, as the illustration indicates. This is the eighteenth year that we have bred this noble late variety. Our experience and that of our customers everywhere justifies us in recommending it most cordially to all our customers.

looking fine for new ground. Mr. Grover's patch also is looking very well."

GEO. W. STEVENS.

Utah

Nephi, April 30, 1910. "I expected to receive from you good plants, and I certainly did get the best I have ever handled. I wish to express my thanks to you for the way you filled my order, promising you that this is not the last order that I shall send you. I have handled thousands of plants and never saw better crowns."

H. E. HOWELL.

Vermont

Rutland, Sept. 12, 1909. "I received my strawberry plants on time last spring and set them out at once. They are growing very nicely and are the talk of the city. Everyone who sees them says they never saw such nice plants."

MRS. T. H. ROSE.

Virginia

Roanoke, May 5, 1910. "The plants are received and they are strong fine plants."

REV. T. A. JORDAN.

Madison Heights, Feb. 15, 1910. "The plants I received from you in 1908 were fine, and from about one-fourth of an acre I sold \$160.00 worth of berries, and this after two heavy frosts at blooming season."

J. T. WALTON.

Winchester, April 26, 1910. "I write to inform you that I am more than pleased with the strawberry plants. All are

living but one, and are growing finely. Hereafter I shall know where to get my plants."

OSCAR C. MILLER.

Washington

Spokane, Jan. 27, 1910. "I can speak in high terms of the quality and productiveness of your plants. We make from \$500.00 to \$650.00 per acre from them."

J. M. JACKSON.

Sumner, April 3, 1910. "The strawberry plants were received April 1. I have them all set out and they are as fine a lot of plants as I ever saw. I want to thank you for sending me such fine plants."

JAMES STAFFORD.

Everson, April 15, 1910. "Have received my strawberry plants. They were five days on the road. I put them out the next day and they are already growing very nicely."

W. R. REID.

Long Branch, April 4, 1910. "Strawberry plants arrived April 2 in good shape. Thank you very much for them."

MRS. L. S. GONTZ.

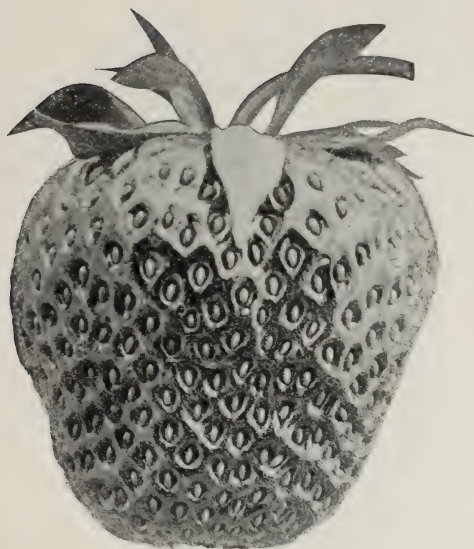
Bellingham, April 5, 1910. "Plants have arrived in fine condition and I am truly thankful for them."

A. O. KUYLER.

Valley, April 5, 1910. "I received the plants O. K. They are in fine shape."

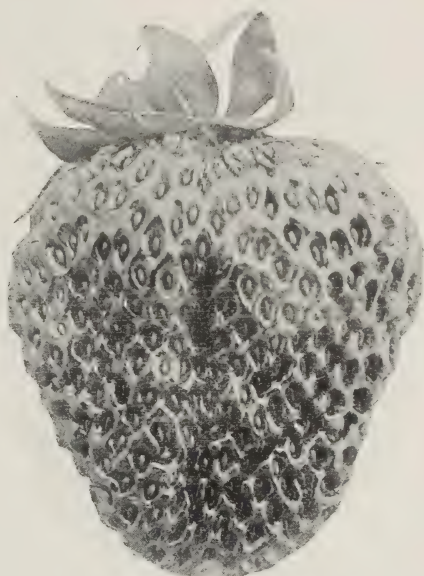
D. A. LANDUM.

Farmington, March 20, 1910. "Our neighbors laughed when we sent for your plants. But we sent and got them and followed your instructions as nearly as possible, and our straw-



Klondike, B. (Male)

MEDIUM. Bisexual. Klondike is noted for its very large yields of beautiful berries, uniform in shape and of rich blood-red color, the color extending throughout the entire berry. It is neither sweet nor sour, but has a mild, delicious flavor, unlike any other variety, and is full of juice. The calyx of this variety is small, and curls back toward the stem. The foliage is tall and compact, with medium-sized, light-green leaves. Runners form abundantly and plants grow large and develop crowns numerous. This is the ninth year we have offered this variety to our customers, and the flattering reports of its performance increase in number every season. This is especially true of our Southern customers, who find it one of the most valuable varieties for that latitude, and it is now being planted there on a very extensive scale.



Dornan, B. (Male)

LATE. Bisexual. The berries grown by Dornan are extra large; the shape of the fruit is well illustrated above. In color it is dark red on the upper side, shading to bright red on the lower; seeds are red and yellow. It is one of the richest and meatiest berries grown. It is famous for its delicate, rich, sub-acid flavor, which makes it possible for the most confirmed dyspeptic to enjoy them to the full. It has a large double calyx, which like the berry, remains bright and fresh for days after being picked. The foliage is of a waxy dark-green, very large, vigorous grower of an upright habit. The roots grow down very deeply into the soil, bringing up plenty of moisture and making this variety popular in sections of limited rainfall. It is a powerful bisexual, and valuable as a pollinizer for pistillate varieties. This is the twelfth year we have bred this excellent variety, and we recommend it without reserve.

berry bed was a sight both at blooming and fruiting time. Then the neighbors said they never saw such berries, nor such a quantity of fruit on strawberry plants. My Glen Mary and Senator Dunlap average me \$7.60 to the row, with only thirty-seven plants in the row."

MRS. JESSIE WARREN.

West Virginia

Dugout, April 18, 1910. "Strawberry plants arrived on the 14th all O. K., and they were in fine condition. You may expect another order from me next spring. This is becoming quite a strawberry country, and I shall do all I can to get my friends to buy your plants."

J. B. BROWN.

Walker, May 6, 1910. "I received my plants ordered from you, today. They were the finest, best rooted, and thriftiest plants I ever saw. I think R. M. Kellogg Company is about O. K. when it comes to raising strawberry plants. Your 'Great Crops of Strawberries, and How to Grow Them' is great."

LELAND LEE.

Wisconsin

Milwaukee, April 18, 1910. "Received the plants on the 12th inst. and set them out the same day. They are growing fine."

S. A. KLUG.

The Milwaukee Evening Wisconsin of June 16, 1910, contained the following: "Henry Riedl of the Northwestern Mutual Life Building today brought in from his summer home near Okauchee Lake what are probably the first ripe home-

grown strawberries of the season." Mr. Riedl sent us a marked copy of the paper with this endorsement: "These are from your 1909 Thoroughbreds."

Abbotsford, May 17, 1910. "I received the plants ordered from you some time ago, and they are certainly fine. I never have seen such strong plants."

JOHN LINDBERG.

Darlington, Jan. 7, 1910. "Several years ago we set out 350 of your plants. We took care of them as directed in your catalog the first year, but in the fall we sold our farm. However our successor had strawberries on those plants as large as hen's eggs. Your 'Great Crops of Strawberries, and How to Grow Them' is read by us time and again from cover to cover."

EDW. KUMMER.

Canada

Cheverie, N. S., April 26, 1910. "I received the strawberry plants all right and they were in good condition. Have set them out and they are growing finely."

MRS. HENRY BROWN.

Vancouver, B. C., April 4, 1910. "Thanks for box of strawberry plants to hand today in good condition."

W. J. McDONALD.

Campo Bello, N. B., March 20, 1910. "I have been using your plants for several years and they certainly are of finest quality. I grow all Brandywine and Dornan, and average about 6,000 boxes per year, and quality cannot be surpassed.



Oregon Iron Clad, B. (Male)

VERY LATE. Bisexual. One of the varieties that grows the big red berries we read about. In shape the berry is broad, and in color a glossy dark red that extends through to the center. It produces immense yields, has a delicious flavor, and possesses unusual shipping qualities—three elements of popularity that make this variety strong among those who grow strawberries extensively. The berries retain their brilliant color for many days after picking. The foliage is extra-large, light-green, and tall; fruit stems are of more than ordinary length, holding the clusters of berries up to full view. The plants stand very erect until the fruit begins ripening, when the heavy load pulls them down. This is the ninth year we have listed Oregon Iron Clad in our catalogue, and we can recommend it with more pleasure than ever before.

I am free to admit that your instructions in the book have done it all for me. I have customers here in summer from Kentucky, Maryland and Ohio. They tell me I grow larger and nicer strawberries than they ever get at home."

JOHN D. SMALL.

Viriden, Man., Jan. 5, 1910. "Two years ago I received some strawberry plants from you—mostly Pride of Michigan and Glen Mary. They did wonderfully well and in 1909 were the sensation of the district. Their size was enormous; larger than any the people had ever seen. The president of the Horticultural Society and the government inspector of trees have been greatly interested in them." MRS. MABEL TURNBULL.

Ouimet, Ont., May 2, 1910. "My strawberry plants arrived safely on the 28th ultimo. They are remarkably fine plants."

ALBERT E. HOLDEN.

East Toronto, Ont., May 5, 1910. "Received the strawberry plants in fine condition. Many thanks for same. The ones I received from you last year are doing finely too."

JOS. A. HOWLAND.

Grovesend, Ont., Dec. 20, 1909. "I ordered 1,000 plants from you in the spring of 1907. When they fruited they more than came up to my expectations. They are good enough for me."

OSCAR WILLIAMS.

St. Lambert, Que., Feb. 1, 1910. "I am so much impressed with the remarkable growth made by the plants I ordered from you a year ago (and this in the face of one of the wet-



Pride of Michigan, B. (Male)

LATE. Bisexual. The fame of this great late variety makes any word from us almost superfluous. In 1902 we began selecting plants and fruiting from this variety, but did not introduce it to our patrons until the season of 1905. From the first it was recognized as one of the greatest varieties ever originated, and the reports we have received from thousands of customers who have grown it more or less extensively, and which represent every section of this continent, there is no longer a doubt of its universal leadership. In size the berries surpass all other varieties, and it produces a larger number of fancy berries than does any other late variety. The berries lie in windrows, and the heavy, dense foliage spreads out wide enough to shade them. It is a fine shipper, an excellent canner, and never sells in competition with other berries, but stands in a class by itself. The meat is very firm and exceedingly rich, solid in texture and very smooth, and in flavor delicious. As a shipper it is unexcelled. The foliage is very large, as is the bloom also, and the latter is exceedingly rich in pollen. It has a long blooming season, and is, therefore, one of the most valuable varieties for mating purposes. This variety makes very few runners, a fact which makes it impossible for us to sell its plants for less than \$8.00 per thousand.

test, coldest and latest spring seasons this part of Canada ever has suffered from), that I am induced to increase my strawberry bed this spring by the addition of about 5,000 plants."

GEORGE W. MILLER.

Mexico

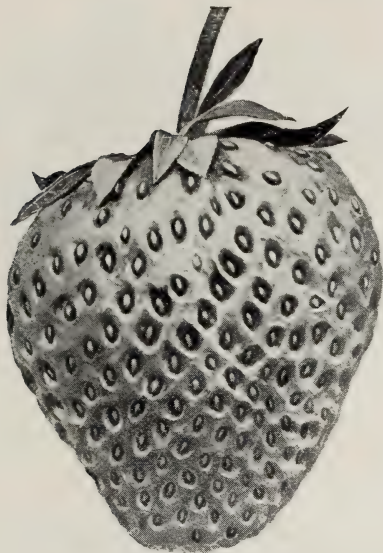
Toluca, April 5, 1910. "I have received in good condition the New York plants shipped to me and have set them out."

JUAN JOSE TREVILLA.

Why Manure Should Be Spread in the Fall

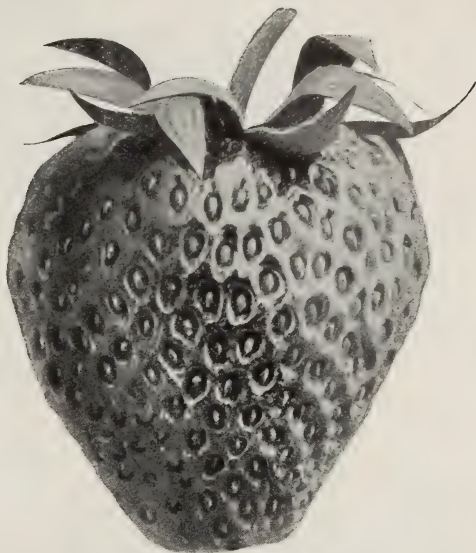
ONE advantage in spreading manure in the fall and early winter months is the fact that rains and snow will dissolve the liquid from it and carry it down into the soil, and by spring the soil for six or eight inches deep will be charged

R. M. Kellogg Co., Three Rivers, Mich.



Chesapeake, B. (Male)

LATE. Bisexual. Chesapeake early in its history won an enviable reputation among Eastern growers for its many fine qualities, and judging from the reports received from those to whom we made shipments of this variety in 1909, it is destined to become a leader in the West. One Indiana customer writes us that Chesapeake was the only variety that endured the terrific late frosts in the spring of 1910, and adds: "When a customer once gets the Chesapeake, he wants nothing but Chesapeake." In size the fruit is very large and may be compared with the Gandy as to form, but somewhat larger. The berries color all over at once; the flavor is similar to that of Wm. Belt. Plants are large, vigorous, appear to be rust-proof and, so far as we have been able to discern, exhibit no weakness of any sort. The foliage is thick and leathery with upright leaf stems, carrying leaves that are almost round. The fruit is borne on large stems, most of which stand up, holding the fruit from the ground. Although this is the second year we have catalogued Chesapeake, our own experience with it, as well as the experience of our customers, justify us in placing Chesapeake among the greatest of late varieties.



Sample, P. (Female)

LATE. Pistillate. Sample is one of the heaviest yielders known, and to this very important quality is added that of beauty, this variety being famous for its exceedingly fine appearance on the market. Not only is it large of yield, but it is famous for its size of fruit, which is bright red and top-shaped, the narrow part being a very deep scarlet, and the meat rich and juicy, as well as highly flavored. The seeds turn red as the berries ripen, and so nearly resemble the color of the berry as to be scarcely visible. The stem and calyx are small and remain a bright green for days after the berries have been picked. Thus it is that Sample has become one of the most popular berries with commercial growers because of its extraordinary endurance as a shipper. One favorable trait of the Sample is its habit of coloring a certain percentage of its fruit each day until the season is over. This combination of fine qualities has made Sample a universal favorite. This is the fifteenth year we have bred this variety, and we have a steadily growing appreciation of its high qualities.

full of liquid manure. And when the general spring thaw comes, the manure shades the ground, and the heat which is stored up below the freezing line will start thawing on the under side, which will break up the cells more uniformly and allow the soil to settle back to place more naturally, leaving the soil in a much richer and mellow condition than would be possible if the thawing started from the upper side.

After the manure is plowed under, some mixing tool, like a disc or Acme harrow, should go over the ground until the vegetable elements in the manure are well incorporated with the soil. The more evenly this humus is distributed through the soil, the more effective will it be. Aside from its fertilizing value is the great mechanical value of barnyard manure, and this is increased when it is spread in the fall.

It shades the ground, retains its richness and mellowness. It prevents puddling or cementing

of the soil grains, during a quick thaw. This process naturally extracts a portion of the mineral matter from the soil, which if left bare would eventually become dry, and would surely be carried away and wasted by wind and dashing rains.

Manure when properly incorporated with the soil makes the most desirable humus.

Humus creates a spongy soil, making conditions favorable to the storing up and holding of large quantities of water.

Humus keeps the soil and the moisture in the soil in a more even temperature than would be possible without it.

Humus increases bacterial germs and makes the soil bed more comfortable for them.

These micro-organisms will work more uniformly under a temperature of from 45 to 90 degrees. Manure aids in maintaining this temperature.

The bacterial germs are plant cooks. That is, they work up, knead or prepare the plant-food in a form which makes it possible for the roots of the plants to absorb it.

Thus it will be seen that stable manure is used



Stevens' Late Champion, B. (Male)

LATE. Bisexual. This is the fifth year we have offered Stevens' Late Champion to our patrons, and they have shown their appreciation of this variety by the yearly increase in the size of their orders for its plants. A scion of the famous Gandy, it possesses all of the extraordinary excellencies of that old favorite, to which it adds the advantage of being somewhat larger in size, while its pollen is exceedingly rich, making it one of the most perfect-flowering of the late varieties, and therefore an excellent mate for pistillate varieties. It is very late and usually is in full fruit when most of the other late bearers have finished their season. It thrives everywhere, is a strong plant maker and is of great vitality. The plant is very strong, holding its fruit well up from the ground. It is a deep rooter and does well under conditions of limited rainfall. Its late bloom makes it practically immune to late frosts. Many of our customers set Stevens' Late Champion and Cardinal together and find them a wonderful team. We cordially recommend this combination.

to improve the mechanical condition of the soil as well as for the plant-food it contains.

To Patrons in the Maritime Provinces of Canada

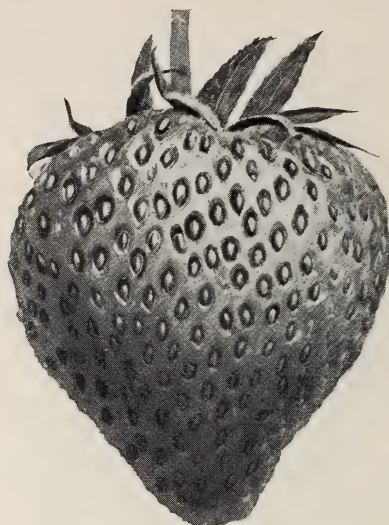
OWING to the limited knowledge and information obtainable as regards shipping facilities in New Brunswick, Nova Scotia and Prince Edward Island, all patrons in these provinces are requested to designate the exact route by which they wish their plants forwarded. In sending order, therefore, please designate one of the following routes:

1. All rail via Canadian Express delivery.
2. All rail via Dominion Express delivery.
3. Rail to Boston, Mass.; boat to Yarmouth, N. S., Maritime Express Delivery.

Attention to this request will result in delivery of plants in accordance with the wishes of each customer.

Special Request to Patrons

WE shall appreciate it very highly if every person who receives our catalog will promptly notify us of any change of address. It is our practice to send our book to all customers, and envelopes are addressed to many of them months



Cardinal, P. (Female)

LATE. Pistillate. The Cardinal is one of the most perfectly satisfactory varieties ever originated. This is the fifth year we have had this variety under our methods of selection and restriction, and we have this year received more flattering reports of its performance than ever have come to us. The berries are very large, of a deep cardinal red with dark, rich flesh. The variety is known for its excellence as a shipper, and the delicious flavor of its fruit makes it popular alike with commercial growers and those who raise strawberries for home consumption only. It is a strong grower, with leaves of more than ordinary size and of tough tissue. Our experience shows that it is remarkably free from susceptibility to fungous diseases. When many other varieties have succumbed to heavy frosts at blooming time, Cardinal has come through uninjured. This variety is at home in all parts of the country and takes a leading place wherever grown. In the past we have been compelled to disappoint some customers because the demand for Cardinal was greater than the supply. We confidently expect this year that the larger area set to Cardinal will enable us to supply all of the demands for 1911. However, we urge that orders come forward early.

before the book is mailed. Please see to it that notice is sent us immediately of any change, so that your name and address may correctly appear in our files.

A Note From a Visitor

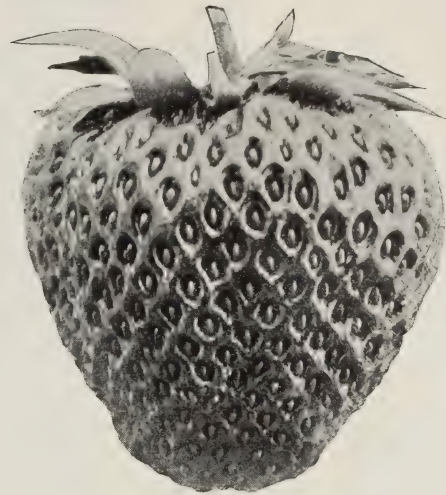
LAST September W. F. Wentworth, one of our valued customers of Antwerp, Ohio, visited the Kellogg Farms. Upon his return home he wrote us as follows: "When in Three Rivers a few days ago I thought I could not leave without first seeing your strawberry farm from which I had received catalogues and also bought plants. I am glad I did so, for I enjoyed the visit, and also learned many things about raising strawberries. You surely understand your business, and anyone who is thinking of raising strawberries very extensively would profit by seeing your farm, and also by buying plants from you."

IF our customers who are now growing strawberries will give us the names of varieties already in use, it will aid us to better serve them.



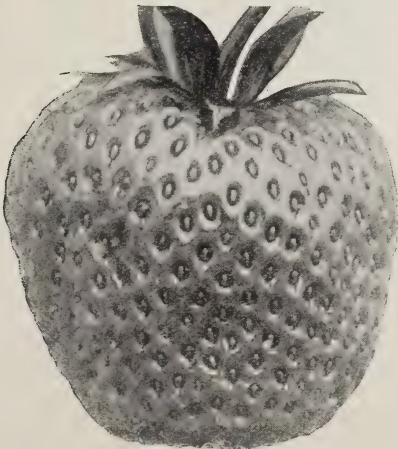
Gandy, B. (Male)

LATE. Bisexual. Gandy is one of the old favorites. Although this is the twenty-sixth year we have had this remarkable variety in our breeding beds, its popularity, instead of waning, steadily has increased. Gandy grows a beautiful dark-red berry with a smooth shining surface, and glossy dark-red seeds. Its especial qualities are; that it is one of the latest of berries; that it gives its largest yields in heavy clay soil; that it is one of the best shippers ever originated;—three points of excellence which have made it a prime favorite in every state in the Union. Gandy makes a tall foliage of dark green, with a broad, leathery leaf; its fruit stems are long and strong, holding the berries up above the foliage where the sun can reach them and put on the finishing touches. They remain on the vines for several days after ripening without loss. Like Glen Mary, the Gandy is deficient in pollen and should be set with some other bisexual, such as Aroma, Pride of Michigan, Longfellow, Senator Dunlap or Dornan.



Aroma, B. (Male)

LATE. Bisexual. The berries of this variety are very large and in color are bright red to the center. The flavor of the fruit is deliciously aromatic and very rich, and the flesh is smooth and solid. It is a very firm berry, and is by all odds the leading variety among the extensive growers of strawberries in the Southwest. Its appearance in the box is most attractive, the prominent yellow seeds heightening the effect of the bright red of the flesh. Its great productiveness, firm texture and fine flavor have won for it the high place it occupies in the estimation of commercial growers. As a pollinizer for late pistillates it is unexcelled, and its picking season is unusually long, as the bloom begins to open medium early and continues until very late. Foliage is smooth, deep green, of spreading habit, and gives the sun a clear right of way to the crowns. Its leaves are long, broad and clean. This is the nineteenth year we have selected and bred this great variety.



Marshall, B. (Male)

LATE. Bisexual. From Portland, Maine, to Portland, Oregon, come flattering reports of the performance of this great late variety; and this is not surprising, for the Marshall is worthy of

its universal popularity because of its extraordinary size, its delicious aromatic flavor, and its tremendous yields of fruit that never fail to command the highest price on the market. It enjoys the distinction of having taken more premiums at the Boston shows than any other variety, and for the last three seasons has topped the market at Portland, Oregon. The color of the Marshall is blood red, which never fails to attract the eye of purchasers, and "once a buyer, always a buyer" is very true of this variety. The juice looks like syrup, and is almost as sweet as it looks. The foliage is extra-large and grows upright, with leaves almost as round as a dollar, which in color are about evenly divided between light green and dark green. This is the seventeenth year we have propagated this great late variety.

The Commonwealth Strawberry

IN addition to the late varieties as illustrated on this and several preceding pages, we have a few of the famous Commonwealth plants for distribution this season, but not in sufficient quantity to illustrate. In fact, we never illustrate a variety until we have fruited it in our own breeding beds. Commonwealth comes to us with a splendid record. It is a very late bisexual, extending the season until extra late, large and fine fruit having been gathered as late as July 17 from plants of this variety. Anyone desiring to grow the latest berries will find nothing better for the purpose, judged by the numerous reports received, than Commonwealth. For prices, see list.

Price List of Strawberry Plants for 1911

Read Carefully the Inside Cover Pages of the Catalog Before Making Out Your Order

WHEN 500 or more plants of one variety are ordered we give thousand rates on that variety; but we do not permit customers to combine several varieties to make the number of plants 500 in order to secure thousand rates. For example, the price of 200 Warfield plants is \$1.10, and of 300 Lovett, \$1.50, making a total of \$2.60 to be remitted for the 500 plants. The cost for 500 plants of either variety alone, however, would be \$2.00. Under no circumstances are thousand rates allowed except as shown in the price list; nor are any other deviations made from the figures there quoted. Do not create unnecessary correspondence by altering in any way the prices given. When plants are to be sent by mail, add at the rate of 20 cents per hundred plants to the list prices given. Postage to Canada is 40 cents per 100 plants. Orders not accepted for less than one dollar, and no fewer than 25 plants of any variety will be sold. No order will be booked until at least one-third of the amount of cash required is in our hands. Please do not ask us to make any deviation from these rules. Be very careful to get the prices right.

EXTRA EARLY VARIETIES

VARIETIES	25 Plants	50 Plants	100 Plants	200 Plants	300 Plants	400 Plants	500 Plants	1000 Plants
Excelsior (B)	\$0.30	\$0.45	\$0.65	\$1.00	\$1.35	\$1.60	\$1.75	\$3.50
August Luther (B)35	.50	.75	1.10	1.50	1.80	2.00	4.00
Early Ozark (B)95	1.45	2.20	3.00	4.25	5.25	6.00	12.00
Climax (B)40	.60	.90	1.35	1.85	2.25	2.50	5.00
Michel's Early (B)30	.45	.65	1.00	1.35	1.60	1.75	3.50
Texas (B)40	.60	.90	1.35	1.85	2.25	2.50	5.00
Virginia (P)60	1.00	1.50	2.10	2.85	3.50	4.00	8.00

EARLY VARIETIES

Highland (P)	\$0.75	\$1.25	\$1.85	\$2.50	\$3.50	\$4.25	\$5.00	\$10.00
Heritage (B)95	1.45	2.20	3.00	4.25	5.25	6.00	12.00
Bederwood (B)35	.50	.75	1.10	1.50	1.80	2.00	4.00
Clyde (B)40	.60	.90	1.35	1.85	2.25	2.50	5.00
Lovett (B)35	.50	.75	1.10	1.50	1.80	2.00	4.00
Tennessee Prolific (B)30	.45	.65	1.00	1.35	1.60	1.75	3.50
Wolverton (B)35	.50	.75	1.10	1.50	1.80	2.00	4.00
Crescent (P)30	.45	.65	1.00	1.35	1.60	1.75	3.50
Warfield (P)35	.50	.75	1.10	1.50	1.80	2.00	4.00
Helen Davis (B)	1.50	2.50	3.75	5.40	7.30	9.10	10.00	20.00

MEDIUM VARIETIES

Fendall (P)	\$0.60	\$1.00	\$1.50	\$2.10	\$2.85	\$3.50	\$4.00	\$8.00
Lady Thompson (B)35	.50	.75	1.10	1.50	1.80	2.00	4.00
Glen Mary (B)40	.60	.90	1.35	1.85	2.25	2.50	5.00
Wm. Belt (B)40	.60	.90	1.35	1.85	2.25	2.50	5.00
Splendid (B)35	.50	.75	1.10	1.50	1.80	2.00	4.00
Parsons' Beauty (B)40	.60	.90	1.35	1.85	2.25	2.50	5.00
Klondike (B)35	.50	.75	1.10	1.50	1.80	2.00	4.00
Nick Ohmer (B)40	.60	.90	1.35	1.85	2.25	2.50	5.00
New York (B)40	.60	.90	1.35	1.85	2.25	2.50	5.00

Price List of Strawberry Plants--Continued

MEDIUM VARIETIES

VARIETIES	25 Plants	50 Plants	100 Plants	200 Plants	300 Plants	400 Plants	500 Plants	1000 Plants
Buster (P)	\$0.95	\$1.45	\$2.20	\$3.00	\$4.25	\$5.25	\$6.00	\$12.00
Thompson's No. 2 (B)50	.75	1.10	1.80	2.35	2.75	3.00	6.00
Senator Dunlap (B)40	.60	.90	1.35	1.85	2.25	2.50	5.00
Bubach (P)40	.60	.90	1.35	1.85	2.25	2.50	5.00
Haverland (P)40	.60	.90	1.35	1.85	2.25	2.50	5.00
Enormous (P)40	.60	.90	1.35	1.85	2.25	2.50	5.00
Downing's Bride (P)50	.75	1.10	1.80	2.35	2.75	3.00	6.00
Arizona Ever-Bearing (B)60	1.00	1.50	2.10	2.85	3.50	4.00	8.00
Longfellow (B)60	1 00	1.50	2.10	2.85	3.50	4.00	8.00

LATE VARIETIES

Aroma (B)	\$0.35	\$0.50	\$0.75	\$1.10	\$1.50	\$1.80	\$2.00	\$4.00
Pride of Michigan (B)60	1.00	1.50	2.10	2.85	3.50	4.00	8.00
Brandywine (B)40	.60	.90	1.35	1.85	2.25	2.50	5.00
Gandy (B)40	.60	.90	1.35	1.85	2.25	2.50	5.00
Dornan (B)40	.60	.90	1.35	1.85	2.25	2.50	5.00
Marshall (B)40	.60	.90	1.35	1.85	2.25	2.50	5.00
Sample (P)40	.60	.90	1.35	1.85	2.25	2.50	5.00
Chesapeake (B)	1.20	1.85	2.75	4.00	5.40	6.75	7.50	15.00
Oregon Iron Clad (B)50	.75	1.10	1.80	2.35	2.75	3.00	6.00
Stevens' Late Champion (B)40	.60	.90	1.35	1.85	2.25	2.50	5.00
Cardinal (P)50	.75	1.10	1.80	2.35	2.75	3.00	6.00
Commonwealth (B)60	1.00	1.50	2.10	2.85	3.50	4.00	8.00

PRICE LIST OF BERRY GROWER'S TOOLS

Runner Cutter	with handle	\$2.50
	without handle { No handle can be attached to this form of cutter, as the bolt holes are arranged for attachment to cultivator only	1.85
Dibbles, 35c each; three for		1.00

Dibbles cannot be sent by mail, but must go by express or freight.

PRICE LIST FOR ODD NUMBERS OF PLANTS

MANY of our customers order plants in odd numbers, and for their convenience we have added the following price-list, which gives at a glance the price for odd numbers. Please note, for instance, that 75 plants of a variety costing \$4.00 a thousand will be 65 cents; for 275 of the same variety, \$1.40, and so on.

NUMBER OF PLANTS	75	125	150	175	225	250	275	325	350	375	425	450	475
For \$3.50 Varieties	\$0.55	\$0.75	\$0.85	\$0.90	\$1.10	\$1.20	\$1.25	\$1.40	\$1.50	\$1.55	\$1.63	\$1.65	\$1.70
For \$4.00 Varieties	.65	.85	.95	1.00	1.20	1.30	1.40	1.60	1.65	1.75	1.85	1.90	1.95
For \$5.00 Varieties	.75	1.00	1.15	1.25	1.50	1.60	1.75	1.95	2.05	2.15	2.30	2.40	2.45
For \$6.00 Varieties	.95	1.30	1.45	1.65	1.95	2.10	2.15	2.45	2.55	2.65	2.80	2.90	2.95
For \$8.00 Varieties	1.25	1.65	1.80	1.95	2.30	2.50	2.65	3.00	3.20	3.35	3.65	3.75	3.90
For \$10.00 Varieties	1.55	2.00	2.20	2.35	2.75	3.00	3.25	3.70	3.90	4.05	4.45	4.65	4.80
For \$12.00 Varieties	1.80	2.40	2.60	2.80	3.30	3.60	3.95	4.50	4.75	5.00	5.45	5.65	5.80
For \$15.00 Varieties	2.30	3.05	3.35	3.70	4.35	4.70	5.05	5.70	6.05	6.40	6.90	7.10	7.30
For \$20.00 Varieties	3.15	4.15	4.60	5.00	5.90	6.35	6.85	7.75	8.20	8.65	9.35	9.55	9.80

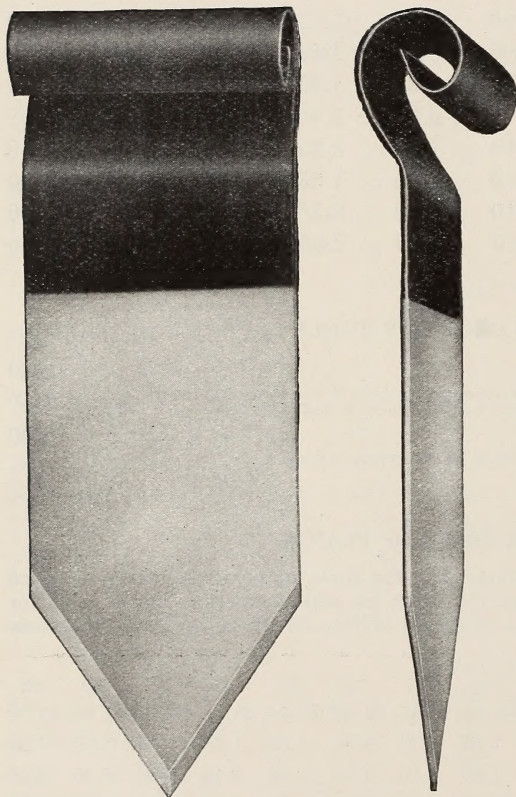


Berry boxes and crates, in flat.
Berry crates, made up.
Bushel and half-bushel baskets.
Picking baskets.
Climax grape, peach and melon baskets.
Georgia six-basket peach carriers.
Four-basket California crates.
Forty years' experience enables us to guarantee quality.

Wells-Higman Company

St. Joseph, Michigan

Write for Catalogue.



Kellogg All-Metal One-Piece Dibble

THIS is our new one-piece Dibble—no rivets to come loose or handle to break off. It is made from the very best grade of steel, with polished blade and japanned handle, which is simply a curve in the same piece from which the blade is made. It does not tire the hand and is in every way superior to any other Dibble ever put on the market. The price of this Dibble is 35 cents for one or \$1.00 for three Dibles. For setting strawberry plants and all kinds of vegetables it has no equal, and no one should attempt to make a garden without it.

YES! You Can Make Your Own "D & A" CEMENT FENCE POSTS

COST less than 16 cents each. Why buy wooden posts which rot and burn and require replacing, when you can make everlasting D&A Cement Posts during spare time at less cost? SIX or TEN POSTS made at one time on D&A Post Machines. Most practical post for FARM, VINEYARD and RAILWAY use. Used in all parts of U. S. and many foreign countries. Nine Railway Companies now use and endorse D&A MOLDS. Consider the D&A before you buy a vertical mold filled from end, from raised platform, or form to make a tamped post with pallet on ground.

Get our FREE BOOK,

"Cement Posts and How to Make Them,"

A treatise fully illustrated, explaining all about making cement posts, how to mix the concrete, reinforce, cure and set D&A posts; how any kind or style of fencing or gates are quickly and securely fastened to D&A Cement Posts.

New 1911 catalogue, prices and circulars upon request.

D. & A. POST MOLD COMPANY

Box 14,

Three Rivers, Mich., U. S. A.

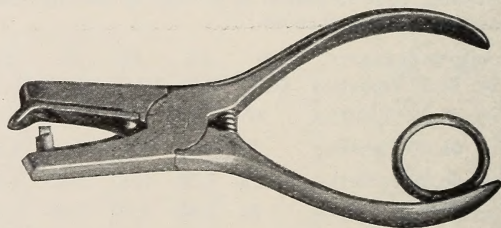


Our New Runner Cutter with Handle

THE ease and simplicity with which runners may be cut with our new device is well illustrated above. The operator easily so guides the cutter as to remove the runners as desired, as the cutter may be run close to the plants as one may wish.

Runner-cutter with handle, - - - - - \$2.50

Runner-cutter without handle (no handle may be attached to this form of cutter, as the bolt holes are arranged for attachment to cultivator only) - - - \$1.85



Berry Picker's Punch

THIS Punch is used for punching out the number of quarts of berries gathered by each picker. It saves much time, avoids many mistakes and prevents possible and serious misunderstandings with your pickers. Price, postpaid, 50 cents.

Read Carefully Every Word Upon the Inside Cover Pages

Of this book before making up your order, so that you may know our rules and terms, and thus avoid possible misunderstandings.

Our Terms

CASH must accompany each order or it will not be booked. If not convenient to remit the entire amount at the time order is sent in, remit not less than one-third of the entire sum required to cover order, and your order will be filed and plants will be reserved for you; the balance due to be paid, however, before plants are shipped. We send no plants to anybody, no matter what his financial standing, until the cash is in hand. We send no plants C. O. D. to anybody under any circumstances. Do not ask it.

How to Remit

ALL remittances should be made by postoffice or express money order, or by bank draft or registered letter. No other way by mail is safe, and we shall not be responsible for any currency or coin sent in a letter. When private checks are sent, add 15 cents to cover cost of collection. This for the reason that the clearing-house associations all the country over have adopted a rate of 15 cents for exchange on all personal checks, and the great volume of business done by us makes it necessary to insist upon this point.

We Employ No Agents

SCORES of complaints come to us every year to this effect: "The plants I bought of your agents are worthless." Tree peddlers secure copies of this book and represent themselves as our agents, and then deliver common stock, to the loss and disgust of purchasers. You can get the genuine Thoroughbred plants only by sending direct to us. Should anyone represent himself as our agent, offering to sell our plants, compel him to show his credentials. This will reveal his true character at once, for he will be unable to show any authority to sell our plants.

Order Early

ALL orders are booked in the rotation in which they are received. The earlier they come in the more certain will be the patron of securing the plants of his choice. Orders for early shipment are best, too, for the reason that the plants when dormant are in better form to transport and transplant. No order will be filled for less than \$1.00, as the cost of handling is too great when the amount is less.

Orders sent in after March 15 must be accompanied by full payment to insure proper position in the files. Plants will be shipped at the proper time, as nearly as we can judge, for setting out in your locality, unless you give us specific date for shipment. Orders received after April 15 will be shipped according to date of their receipt regardless of special shipping dates, provided they have been remitted for in full.

Transportation of Plants

EXPERIENCE has taught us that the best and safest way to ship plants is either by express or mail, and it is cheaper by far when you come to figure up actual results. We recommend express even when the order calls for a large number of plants. And with small orders the cost by express is cheaper than by freight because express companies charge only for the exact number of pounds in the shipment, and carry plants 20 per cent. cheaper than is done in the case of merchandise. If your plants go by freight you will be charged for 100 pounds at first-class rates, no matter how small the package. We reserve the right to ship all plants by express for which orders are received after the shipping season opens. Do not send money to pay express or freight charges. You will pay these charges when you get the plants. The rate will be just the same. Although we have shipped and do ship plants by freight, we advise against that method of transportation. What we desire to do is to get the plants to you at the earliest moment possible and in the best condition. Remember, when plants go by mail you should add 20 cents above the cost of plants for each 100 plants. Postage to Canada requires 40 cents for each 100 plants. Mail packages should be registered. This will cost 10 cents for each package. As a rule as many as 100 plants may go in one package.

Estimated Weight of Plants

IT IS impossible to give the exact weight of plants, because plants of some varieties are much larger than others, and plants steadily increase in weight as the season advances. But our experience has been that it is safe to calculate on from twenty-five to thirty pounds for each thousand plants when the plants are packed ready for shipment.

How to Make Up a Club Order

YOU may join with your neighbors in getting up a club and get the benefit of thousand rates on all varieties of which 500 or more of each variety are ordered. The club order must be shipped to one address. Each bundle of 25 plants being labeled, the division is easily made. Catalogs will be sent to any of your neighbors, on request, to aid in making up the club.

